

➤ **PS1**

POWER FOR PROFESSIONALS
International Magazine
For Promotional Products
DECEMBER 2014
Volume 53

JOURNAL



**Wolfgang Schmidt
Promowolsch**
With Heart
And Passion



**Jörg Müller
KM Zündholz**
Two Reasons
To Celebrate

PSI 2015
The Countdown
Is Running

Product Guide
Sustainability, Fairtrade
Made In Germany

**French Promotional
Product Market**
That Certain Difference

XciteRC Modellbau
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EDITORIAL

UNITY INSTEAD OF DIVERSITY

If I had to decide on one of the categories in the heading, then it would always be diversity. Although it is tempting to think about the combination of diversity in unity, for this has decisive advantages, at least in the life of associations. In Germany, people are just starting to open up to these advantages and reshape the structure of the associations. Until now, there has been an umbrella organization, the GWW (Association of the German Promotional Products Industry) and under this umbrella the brand manufacturers are organized in the AKW, the distributors and consultants in the bwg and the suppliers in the BWL. In the middle, and as initiator from the very outset, is the PSI – not an association, but rather an enterprise and a network of more than 6,000 partners in Europe. A kind of “aircraft carrier” you might say, but not a traditional association and yet always integrated and often the mainspring of trend-setting initiatives.

Now everyone knows how hard it is to break open established structures, especially if they are linked to elements of hierarchy and power and exist on a voluntary basis. Hundreds of examples of this are familiar from politics and public administration in every European country. The promotional products industry in Germany, in which all the associations were sometimes better placed and sometimes worse, started off on this path two years ago. The main impetus came from the BWL, the suppliers’ association. Here it had long been clear that it no longer made any sense to keep going on with such petty details and the existing structures.

So is there no choice? Yes, there is always a choice, and things will only be really good and forward-looking when a free choice can be made. For this reason, the associations in Germany have given themselves a year to consider their decision in order to be able to get all the various industry participants to come along on this path. So by the end of the year, all the different associations and the PSI are to decide whether they want to be part of the new, united association, which will also be called the GWW. The first association to decide – almost unanimously – in favour of this was the AKW, the brand manufacturers’ association. The suppliers’ association will undoubtedly come on board. There is still some uncertainty among the members of the distributors’ association, the bwg, also because such a step will have to overcome a large hurdle in the statutes. Those who know the market and the scene, however, assume that consent will eventually be given. The tendency in the PSI is also clear, but there will be no conclusive Yes until December.

The Düsseldorf-based corporate network has actively accompanied the process, providing a platform which was simultaneously both a mediator and a diplomat for all parties. Now the decision is now entering the home stretch. I am certain that 2015 will be the first year of the unified association in Germany. Not because we have no choice, but because we want to choose the right path to take.

The problems of the future can simply be better and more efficiently solved if we take up a more professional position: an association in which everyone can feel that their interests are represented, an agency, a professional back office and a voice for an industry which will have to clear many obstacles from its path in the years to come if it is to have a successful future. So keep your fingers crossed with me and hope that the great aspiration will not founder on incidentals at the last moment – after all, we’ve been through that once already.

Keeping this in mind



Manfred Schlösser
Editor-in-Chief PSI Journal
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WITH A GOOD CONSCIENCE

4

In times of dwindling resources, climate change and economic change, they are increasingly in the spotlight from an ethical point of view: Against this background, sustainability and Fairtrade are rightly playing an increasingly important role in the promotional product industry. In a modified form, we also would like to present fresh promotional products which underline their convincing quality properties through the label "Made in Germany".



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NEW FACILITY IN CZECH

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The promotional ceramic specialist Mahlwerck Porzellan from the Bavarian town of Kolbenmoor has opened a new production site in Teplice, Czech Republic. The company is responding to the increased demand for high-quality porcelain products in the promotion area.

WOLFGANG SCHMIDT: WITH HEART AND PASSION

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For over 30 years, Wolfgang Schmidt has been at home in the promotional product industry. He knows the industry from all angles: As an employee, partner and owner of companies as well as an association functionary. He operates his business with promotional products skilfully and with passion, but his heart belongs just as much to sport and his books. This perfect balance gives him a laid-back manner and zest for life – and success.



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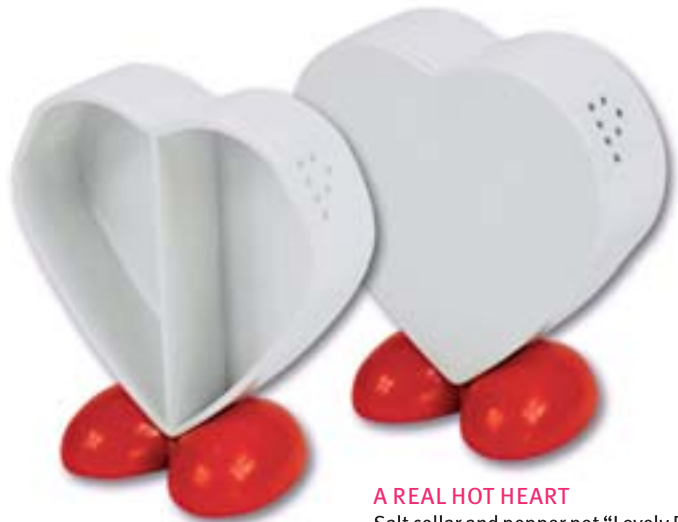
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TO YOUR HEART'S CONTENT

Even our ancestors were aware of the importance of the heart. It was and has always been more than simply a muscle of flesh and blood. There are countless myths and legends surrounding the heart. The cultural history of the heart is ancient. The oldest references are found in the 5,000 year-old traditions of Mesopotamia. Over the millennia, countless artistic and especially literary works were created in which the heart features prominently. We open our hearts. If we have a burdened heart, we pour out our heart to the people we trust. The bold take heart. We do beautiful, pleasant things light-heartedly, and lovers even lose their hearts to one other. We also associate strong feelings with the heart. It is no wonder then that the promotional product industry has discovered its heart for the heart. There are now a number of products in the popular shape of a heart, literally almost anything the promotional heart desires.

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MOVING WITH THE TIMES

The measurement of time is one of the oldest tasks of astronomy. Astronomy distinguishes between a solar day and a sidereal day. Nowadays, time is measured or determined by watches. The less a watch is affected by external conditions such as temperature or air pressure, the better it is. Thus quartz watches, for example, are significantly more accurate than mechanical watches. The most accurate clocks are atomic clocks. Watches should not be reduced to their functionality, however. For Immanuel Kant, time was a "pure form of intuition". Although he said that philosophically, this statement can also be seen figuratively. Timepieces, including watches, should also be attractive. And the beautiful form is, of course, always in the eye of the beholder. Some fine examples of potential promotional products are presented here.



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SUSTAINABILITY: A FUTURE OPPORTUNITY

RESPONSIBILITY AS A CORPORATE OBJECTIVE

Products that can be perceived within the context of sustainability are in great demand among consumers. More and more managers see sustainability as an opportunity for their companies: growth and innovation should ensure a competitive advantage. We take a look at the many facets of the concept that has already become a buzzword and we show what sustainability can mean for the industry.

The idea of sustainability is incorporated in Corporate Social Responsibility. CSR is a concept that encompasses the various activities of companies in the areas of social, ethical and ecological responsibility with which sustainable development is implemented. CSR thus combines economics, ecology and social af-

fairs with specific action. By positively shaping their environment or the conditions in their supply chain, companies avoid risks and create opportunities for development, strengthen their enterprise value, their credibility and competitiveness and thus score points for an image that is positively perceived by the public and the

customer. It follows that promotional products from these segments would have a distinctive added value and thus a higher acceptance than conventional products.

FACETS OF SUSTAINABILITY

With regard to ecology, the term covers environmentally friendly and resource-conserving agriculture and forestry, the non-

use of certain chemicals and eco-friendly processing of products. In the broadest sense, it is therefore the organic movement with its ever-growing product range. In addition to the environmental aspect, fair trade is a further manifestation of sustainability. Fairtrade is a global network that has established an independently controlled product label for fair trade: the Fairtrade label. Fairtrade is committed to responsibility for people, production conditions and products along the entire value chain. The aim is to enhance consumer responsibility and thus reduce poverty in the South. Fairtrade also stands for ethical business practices, sustainability and transparency and thus builds a bridge between manufacturers and consumers. Customers who buy Fairtrade products make a real contribution to sustainably improve the lives of farming families through their purchases. Currently, 1.2 million small-scale farmers and workers in some 60 countries benefit from Fairtrade. The protection and preservation of the environment is also an important part of the Fairtrade system. Another example of a tool based on internationally agreed standards is the Business Social Compliance Initiative (BSCI). BSCI is an international, cross-industry initiative of commercial enterprises and import-oriented producers with the aim to promote socially responsible production conditions. Companies that become members of the BSCI agree to accept a uniform code of conduct and to audit 70 per cent of their suppliers for the first time within three years. This is carried out by independent audit firms.

SUSTAINABILITY AS A TREND

All approaches mentioned as examples integrate the principle of sustainability, which has long since outgrown the ecological and Weltladen (world shop) niche and is increasingly becoming a major factor in the economy. Numerous surveys and studies have demonstrated the importance of this topic. Six out of ten Germans look for sustainably produced products, but only 35 per cent are willing to pay more for them. This was shown by an international study conducted by market research firm Ipsos

(2013). According to the Green Brands Study 2010 (Cohn & Wolfe, Landor Associates, Penn, Schoen & Berland, Esty Environmental Partners), environmental friendliness ranks fourth among the reasons why consumers buy products. However, sustainable products must also provide a specific benefit before they are accepted. Sustainability alone is not a reason to buy. The Association for Consumer Research (GfK) found that sustainability, fair trade and corporate social responsibility have a positive effect on consumer acceptance. The strategy consultants Simon-Kucher & Partners interpreted these results as follows: Companies do not yet take sufficient advantage of CSR for their marketing, although responsible behaviour is rewarded by the consumer. An example of marketing activity in this area is charitable marketing which specifically addresses the need of consumers for sustainable as well as ethically and morally correct consumption. It is based on the idea that a certain amount from each unit sold is used for charitable purposes. Thus companies not only sell their product, but also give the consumer a clear conscience and the feeling of having achieved something positive with their purchase. A study by the Münster University of Applied Sciences investigated the effect of this marketing instrument and found that more than 70 per cent of the respondents are willing to pay between two and three per cent more, where by this willingness declines sharply with the percentage of the increased expenditure. Few, however, actually bought more of a product for this reason. The person responsible for the study, Prof. Holger Buxel, therefore sees the benefits of charitable marketing in the image effect rather than in an increase in sales.

SUSTAINABILITY CREATES ADDED VALUE

The promotional product industry has also recognized the importance of sustainability: Only those who focus on sustainable and customised solutions can be successful in today's promotional product business. This was one of the results of the study conducted by the Institute for Busi-





DEFINITION OF TERMS

Corporate Responsibility (CR)

A comprehensive concept of corporate responsibility for any impact a company's activities have on society and the environment.

CR includes the concepts

- Corporate Social Responsibility (CSR)
- Corporate Governance (CG) and
- Corporate Citizenship (CC).

Corporate Social Responsibility (CSR)

Unlike CC, CSR is not an 'additional' activity but a particular way of doing core business: It's not about profit distribution, but how profits are to be achieved: in an environmentally friendly, socially responsible and, at the same time, economically successful way.

Corporate Governance (CG)

This refers to a transparent and good business management.

Corporate Citizenship (CC)

The civic involvement of companies such as the support of cultural and sporting events, donations, sponsorships and the establishment of foundations. Such measures are often mistakenly referred to as CSR.

Sustainable business or Corporate Sustainability (CS)

This means, in principle, operating the core business both socially and environmentally responsibly as well as economically successfully. Products and services should contribute to sustainable development which ensures the livelihood of future generations and ensures greater social justice between North and South. Companies founded with a sustainable business model provide good working conditions and ensure fair wages for their own employees and suppliers around the world. They use natural resources very efficiently and avoid substances that are harmful to the environment and health. Their products and services promote liveable conditions and support the reversal of the globalized economy towards sustainable economic methods and lifestyles. This ideal is achieved by only a few companies. With the concept of sustainable business models, the importance of the core business is much more important than the CSR approach. According to researchers, there is a need to connect the environmental and social activities of a company more with the core business. Recently, this requirement has been increasingly flowing into the CSR debate.

Source: Sustainability lexicon www.nachhaltigkeit.info

ness Research that had surveyed 500 manufacturers and distributors of promotional products in seven European countries. Around three quarters of respondents felt that the market importance of environmentally friendly promotional products will continue to rise. Even today, the issue of sustainability is highly important for every third

company in the industry. The trend has therefore also hit the promotional product industry. As we have shown above, companies that take into account the aspect of sustainability and accept social and environmental responsibility have a higher corporate value and enjoy more trust from consumers. Accordingly, promotions of companies that act sustainably or campaigns involving the use of sustainable products would more readily be accepted and thus have a better impact. For such products offer added value which sets them apart from conventional products and is appreciated by the recipient. And the re-

cipient of promotional products is also the consumer which the statements in the study refer to. In addition, companies that advertise with sustainable products are more credible and are perceived as trustworthy and responsible. A not insignificant problem for suppliers, however, is to create a balance between idealistic demands and economic necessity. This especially affects pricing. How high must the price of a sustainable product be to cover the additional costs of an ethically and ecologically indisputable production? And how high can they be so that the product is still attractive for the market and can still be sold at

a profit? Our industry talks repeatedly show that the situation in the promotional product industry is similar to that in the consumer goods sector (and like the results of the above-mentioned IPSOS study): The intention to buy sustainably produced products certainly exists, but the willingness to accept a higher price does not necessarily keep pace.

IT ALL DEPENDS ON THE RIGHT CONCEPT

This positive effect of sustainable promotional products only works, however, if the concept is right and the relation between

product, company and advertising claim is understandable. As a consequence, the distributor has to make an even greater effort - with his product know-how as well as with his advisory expertise. Sustainable campaigns must be even more transparent and tailor-made, and the products must be absolutely impeccable - right down to the raw material, otherwise the damage to the company's image is immense. A few years ago, the textile industry, for example, was shocked by the news that cotton designated as being organic allegedly contained genetically modified substances.

SUSTAINABLE PRODUCTS AND MARKETING

Sustainable products have to meet higher standards and are judged according to stricter criteria. Not only the product itself is evaluated, but also the entire context of its emergence – from product development to production through to disposal. Environmental and social aspects at all levels flow into the assessment. Manufacturers or suppliers must therefore be prepared for the fact that their practices will be scrutinized along the entire value chain. This also has implications for marketing. What has to be taken into consideration?

Communicate openly

Sustainable marketing requires absolute honesty and consequently open communication. Only in this way can a company establish credibility, and this in turn is the basis for trust. This is absolutely necessary because customers feel a particular allegiance to sustainable companies.

Implement sustainability systematically

Companies that want to go down the path of sustainability should also develop their product or service in a completely sustainable way. What only claims to be sustainable but is not sustainable annoys consumers and causes damage to the company's image.

Anchor sustainability in the core business

As regards sustainability, the product and the company have to be consistent: You cannot credibly offer a sustainable product and tolerate shortcomings or social injustice in your own company. Sustainability must be integrated into the business processes of the supplier. The seriously practised development in this direction is already a first step that can and should be communicated.

Establish price transparency


Sustainable products are usually more expensive. Although sustainability is important to many consumers, only a small portion of them is willing to pay more to have it. From the perspective of marketing, it makes sense to make pricing transparent - that creates a deeper understanding of the sustainable production process and the relationship between manufacturing conditions and price.

Quality is quintessential

Sustainability alone is not a reason to buy a product, particularly a bad one. Therefore, companies working sustainably should focus on achieving high quality.

Source: Verena Voges Marketing consultant and founder coach www.nachhaltigkeits-marketing.de





Similar incidents occur time and time again. Therefore companies that offer sustainable products or use appropriate resources must keep a close watch on their suppliers. Especially the advertising industry must be careful not to advertise products offered to industrial customers which arouse the suspicion of “greenwashing”. This term refers to what must be avoided at all costs: that sustainability degenerates into a mere marketing argument and that a product “does not contain what is claimed on the outside”. Therefore, suppliers should also be careful not to sell conventional products or merely externally modified products as sustainable products. This will quickly backfire and nullify the entire promo-


tional effectiveness and credibility, not to mention damage the company brand and destroy customer relations.

OPEN COMMUNICATION ENHANCES IMPACT

A very important point that also applies to sustainable promotional products: As shown by the study, personal benefit is a prerequisite for the acceptance of a product. Sustainability alone is no reason for the consumer to buy; at best it is a distinguishing feature. Thus the quality, fit (in the case of textiles), appearance and feel of a product must appeal. Sustainability is a further aspect. Now let us take a look at the value chain in the industry: The first hurdle will be to convince the industrial customer of the added value and the stronger impact of sustainable products. In the case of a higher price, the distributor must conclusively justify the premium and clearly highlight the benefits. One argument could be that sustainability is an aspect of brand management, which can be used in marketing and in the entire corporate communication. As for communication: The use of sustainable products in advertising must be accompanied by communication. The added value of a product must be shown on the product itself, i.e. in the form of printed supplements, on labels, on packaging or in accompanying mailings. Consumers who look for sustainability require a great deal of information which should also be taken into account in the advertising market. Otherwise an opportunity to raise awareness is wasted.

<

GERMAN SUSTAINABILITY CODE 2014 UPDATED AN INCREASE IN TRANSPARENCY AND COMPARABILITY



The German Sustainability Code (DNK) which the Council for Sustainable Development has developed in dialogue with the German industry, investors and civil society actors, is now available in a revised form in German, English and French. The Sustainability Code covers 20 criteria and provides orientation to companies that want to familiarize themselves with sustainable business operations. It also supports companies in their strategic management and future orientation. It provides more transparency and comparability for customers and investors: Reports that comply with the Sustainability Code provide information on the sustainable operations of a company: What rules and processes have been implemented to achieve goals in social and ecological areas? The Council for Sustainable Development describes the key issues for sustainable business operations in the DNK. It is useful for companies of any size and legal form. The transparency initiative of the Council for Sustainable Development builds on existing voluntary reporting standards. Last year, the Global Reporting Initiative (GRI) created the opportunity to review the DNK with the G4 Guidelines for Sustainability Reporting.

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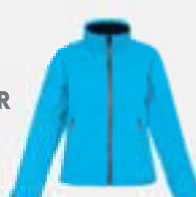
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PSI 2015

THE COUNTDOWN IS RUNNING

In recent months, PSI has been concentrating its activities on preparing the PSI 2015. The trade show concept developed last year attracted broad support in the industry and has been further refined. The implementation of the new presentation and networking ideas has been completed. Here is an interview with PSI Managing Director Michael Freter about the trade show, the market and motivations.

The preparations for the 53rd PSI are in full swing. How confident are you and the trade show team?

We feel very confident! Immediately before the trade show is always the most stress-

ful time of year, but our efforts have paid off: The exhibition spaces are practically fully booked and the textile presentation shows on the PSI CATWALK have been fully booked for weeks now. The PSI FIRST

club had already reached the limit of 50 participants in summer. And the HALL13 area, where inventors, first-time exhibitors and young, innovative companies ensure a breath of fresh air, has been expanded by 20 spaces due to the high demand. The Greenhouse of Ideas, a new special area with inventors' ideas that have never been seen before, will also generate a new impetus. All this shows us that we are on the right track with the realignment of the PSI and the industry has responded positively to our offers. This is further confirmed by the fact that we currently have 162 new exhibitors.

A large number of exhibitors are also back after a break...

Yes, we are very pleased that, inter alia, companies such as Senator, Macma, PF Concept, PSL Europe, Stanley&Stella, Promodora and New Wave are back again. Our discussions have shown that the PSI is still the most important industry platform in Europe and as such is irreplaceable.



Thanks to the PSI FIRST Club, the PSI Trade Show 2015 will again become a real premiere show.

ble. Giving exhibitors the opportunity to invite their customers to the trade show last year brought more new and sometimes other visitors to the PSI. The entire trade show has benefited from expanding the target group of visitors and made it more attractive to exhibitors. Even the lifestyle kind of product presentation has underlined the young, fresh look of the trade show and created new opportunities for exhibitors to present their exhibits. This has been acknowledged by our returnees. The market needs a central platform for international exchange with an external impact on other industries. It is therefore all the more important that "big names" in the industry are represented at Europe's leading trade show of the promotional product industry.

What visitors must certainly not miss!

Textiles are the focus of the upcoming PSI; the focal point of this segment is located in Hall 10. The most spectacular attractions are certainly the truly professional shows on the CATWALK. They are not only a joy to the eye, but there is also a lot on offer in terms of product information. Before or after the shows you should look around the new Textile Area right next door. There you will find newcomers from the

textile sector and the Textile Finishing Area, where you can learn about the latest textile finishing techniques. Even more promotional labelling processes, the corresponding machines as well as application demonstrations are once again concentrated in the Technology Forum in Hall 12. Naturally it is incredibly exciting to track down the 50 product premieres of our PSI FIRST Club. Premiere scouts located at the trade show entrance, a folding map of the halls and the FIRST carpets in front of the stands visible from afar point the way to the closely guarded product secrets that are revealed exclusively and for the first time at the PSI. Another highlight is the GUSTO Tasting Pavilion...

... which we have omitted here as it is dealt with in detail on the next page. And finally a personal question: What are you looking forward to the most?

Of course, to everything mentioned above, but especially to the people without whom there would be no PSI: The faithful and the new exhibitors and the visitors we want to get the most out of the trade show. I am looking forward to talking to the entrepreneurs and the staff members of our member companies who always tell us at PSI where they need us. I am especially look-

»With the new concept we are still on the right path in 2015.«



ing forward to the personal exchange with the trade that we support to meet the ever-changing, diverse challenges of the market. In all these discussions, we constantly think about how we can best position the promotional product as a popular and effective medium. And together we tackle internationally relevant topics such as quality assurance and professionalism. Especially these encounters have shaped the PSI as an industry platform from the outset. I am confident that the PSI 2015 will also be in the spirit of its founder, Walter Jung, whom we will particularly be thinking of in January. <



This is what GUSTO looked like last year. The elegant stand was slightly modified and most importantly enlarged for the PSI 2015.

GUSTO: ACT QUICKLY AND REGISTER NOW

NOTHING BEATS SAMPLING

Last year, PSI celebrated its debut as a lifestyle trade show. The core of this new strategy is the contemporary forms of presentation that offer exhibitors broader perspectives. For example, the GUSTO Tasting Pavilion, an elegantly designed exhibition area where culinary delicacies are waiting to be sampled. If you act quickly, you can still take part.

The trendy GUSTO Tasting Pavilion was so popular last year that visitors to the trade show will be treated to an extended version on its first anniversary in January. At three stylish counters, more GUSTO partners will find space for providing sweet and savoury dishes or fine wines for sampling. The GUSTO concept makes it as easy as possible for exhibitors to promote their products in an eye-catching way. The tasting areas are already fully equipped: Each exhibition space has its own fridge integrated in the counter and a central dishwasher is also available. Further support for special forms of

service can be arranged with PSI. Additional benefits for GUSTO exhibitors include free advertising and PR activities, marketing support through PSI and exemption from Internet and promotional product packages. Two complimentary exhibitor passes are included. As an exhibitor offering culinary delights, do not miss the opportunity to participate at GUSTO. Showcase your product world directly in front of your customers and take them with you on a culinary mystery tour. GUSTO exhibitors who have already booked explain why they are participating and what they plan to do. <



**SEBASTIAN
ORTNER,
DRINKS GMBH**

The GUSTO counter at the PSI provides DRINKS a unique opportunity to present our advertising and private label drinks to our target group – so that the customer can enjoy them with all his senses. Awaiting our visitors are personalized classic drinks from Austria such as energy drinks, soft drinks, Prosecco as well as organic and Fairtrade flavoured dairy drinks. We will also be introducing a completely new Internet platform for individually configuring customized promotional drinks.



**CHRISTIAN ABT,
FRÖHLICH GMBH**

As a PSI specialist for delicious salmon and gifts, we will be presenting our new salmon brand WILD ISLAND – QUALITY BY NATURE. This brand for salmon gifts in perfection is exclusive to resellers. Visitors can sample the sustainable top quality of WILD ISLAND salmon themselves and be inspired by our new gift ideas. In addition, the distributor learns how we can handle shipping efficiently and save him time. So come along and enjoy First Class!





BELIEVE IN BRANDS

Unique shape for a unique product: Post-it® Notes Shapes

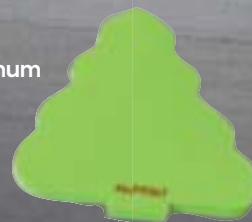
Customised printed and cut out Post-it® Notes are a promotional product that attracts a great deal of attention. Advertise in the shape of your logo, product or to symbolise a campaign.

The shape makes the advertising medium a one-off and guarantees maximum recognition. Ensure your resounding success in promotion. Be inspired by our large range of standard shapes on the next double page. We will also be happy to produce a customised shape based on your requirements. The possibilities are almost endless, as far as is technically possible.

Like all original Post-it® Promotional Products is also the Post-it® Notes Shapes made carbon neutral .

Ask today for your product samples at
<http://promotion.michaelschiffer.com>.

The products are distributed exclusively through promotional product distributors .



Promotional Products

Michael Schiffer Promotion GmbH ■ Post-it® Notes Printer - Authorized by 3M
Telefon: +49 (0) 28 43/16 92-0 ■ <http://promotion.michaelschiffer.com>

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PSI PROMOTION WORLD

PROMISING PLATFORM

The successful premiere in 2014 confirmed it: The cooperation of Reed Exhibitions Germany as sponsor of the PSI and Deutsche Messe was the right move to give the PSI PROMOTION WORLD new impetus. Exhibitors and visitors alike agree that an attractive exhibition platform for suppliers, manufacturers and consultants has been created.

Still held concurrently with one of the major trade shows, the trade show for haptic advertising and multi-sensor technology has attracted significant attention everywhere. In 2015, CeBIT will be providing the setting. The world's leading trade show and conference for IT professionals

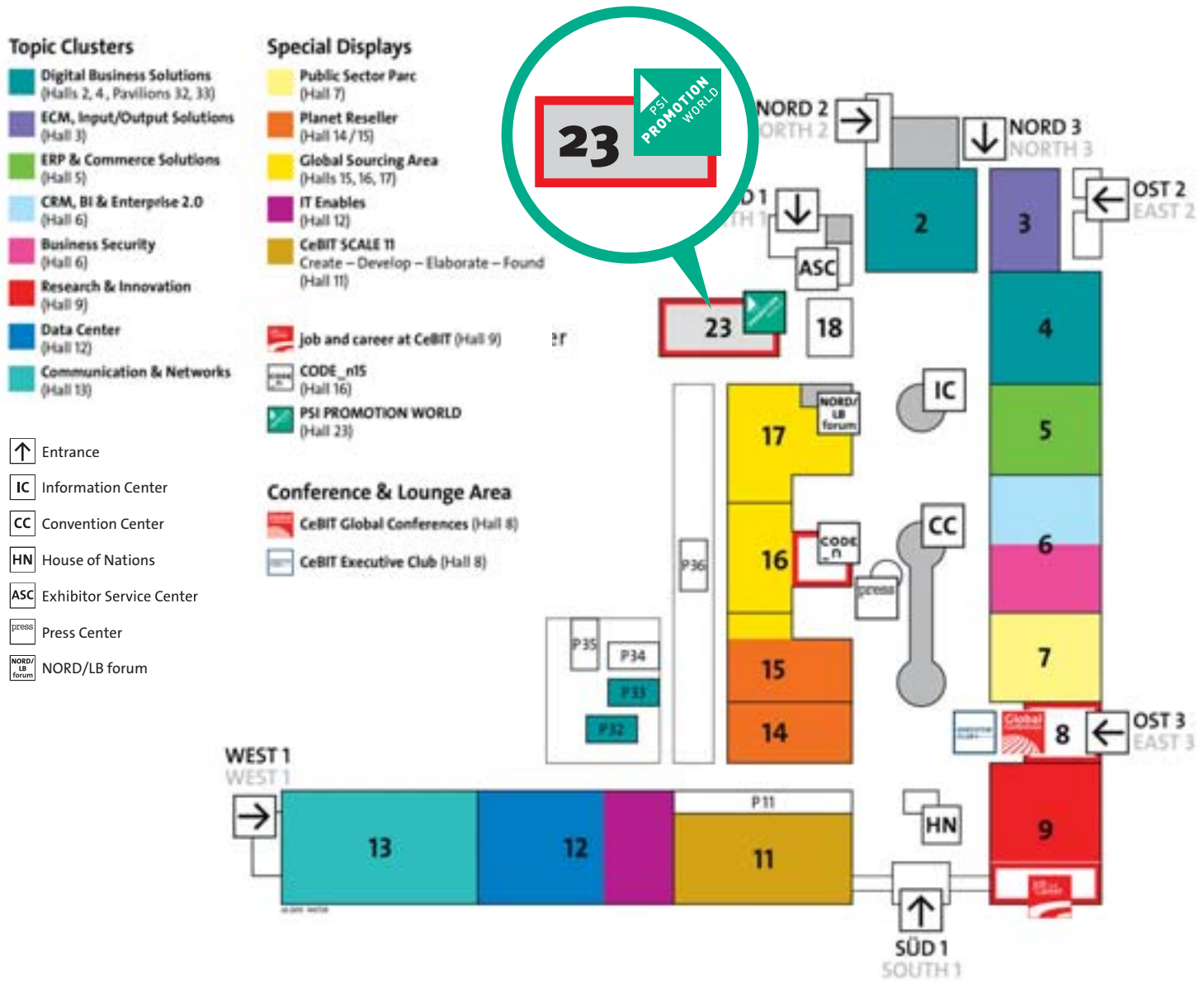
presents the highlights and innovations in the IT industry. About 3,300 exhibitors show their solutions for business use at the Hannover fairground. The latest topics are also discussed in-depth at the CeBIT Global Conferences and other professional forums. This provides visitors with a comprehen-

sive platform for exchanging information and thus an opportunity to establish direct contact with promising target groups such as large software companies and globally operating hardware manufacturers, IT service providers and financial institutions from around the world. This means taking advantage of the great potential, not only on the part of visitors, but especially in the ranks of the CeBIT exhibitors. The PSI PROMOTION WORLD is involved locally in the exhibition concept.

FIRST COMMITMENTS OF RENOWNED EXHIBITORS

The concept of the PSI PROMOTION WORLD is convincing; this is shown by the commitments of renowned exhibitors that will be there again next year. These include, inter alia, well-known consumer brands such as Moleskine, möve Frottana-Textil GmbH & Co. KG, sigikid H. Scharrer & Koch GmbH & Co. KG and Vossen Frottierwarenervertriebs GmbH. Even industry giants such as elasto form KG, Mahlwerck Porzellan GmbH and Prodir GmbH will be participating. If you would like to participate as an exhibitor at the PSI PROMOTION WORLD

CeBIT Hall Map



2015, comprehensive information and registration options are available at www.psi-promotion-world.de.

EXCLUSIVE SERVICE AND IDEAS PARK FOR DISTRIBUTORS

The PSI PROMOTION WORLD also offers promotional product distributors an outstanding opportunity to present their port-

folio to industrial customers, to attract new customers and to generate business. Ten trading companies that are members of PSI have the chance to present themselves exclusively with a stand at the Service and Ideas Park. This exclusivity is guaranteed by the fact that the number of exhibiting promotional product consultants is explic-

itly limited to ten in this special area. Attention is thus assured. If you want to open up a new sales market, you should actively use the Service and Ideas Park. <

PSI 2015

7th – 9th JANUARY
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No one will see the products prior to the PSI: the products of exhibitors in the PSI FIRST Club with the  label. The curtain will not go up in Düsseldorf until 7 January 2015. Now the call is: exclusive premiere at the PSI. Anyone who fails to attend will miss out.



” *Exclusive brand environment
under a single
umbrella – “
mood rooms.*



Clemens Hübschmann,
Stefanie Pawlowski
mood rooms

We understand a great deal about B2B and brands. And why? Because we are well aware of the importance of recognition value. Our field: selling internationally renowned kitchen, dining table and lifestyle brands.



*Our aim is to make of
SOL'S your most
preferred brand
in promotional
Textile & Bags.*

Alain Milgrom
SOL'S



SOL'S teams are every day fully dedicated to customer satisfaction, through "Designed in Paris" products, best value for money, and one of the largest choices and stocks in Europe. Of course with The SOL'S Fair Spirit through most rewards certifications (Oekotex, Fair Wear Foundation, ISO 9001:2008, ...).



*Our strength is our variety –
and the endless
opportunities for
discovery we
offer.*



Albina Pen
Dragon Gifts

To us, variety is more than just a word. Variety is our very essence. The variety we offer includes thousands of promotional products – in all sizes, finishes and price categories. Anyone who has ever done business with us keeps coming back for more. That is and remains our goal.



*As a multi-specialist we
strive to offer
services that
enable our
partners' success.*

Ralf Oster
PF Concept International



With a value proposition organized around five distinctive segments targeting specific market needs – Bullet for giveaways, Avenue for gifts, Label for corporate apparel, WorldSource for customisation and PF Logo Express for decoration – PF Concept offers a unique comprehensive one-stop-shop service.





*”Promotional products are
our business.
Inspiring customers is the
challenge we
set ourselves.”*



Sönke Hinrichs
Inspirion

The superior sourcing skills of a proven partner. An international network and unrivalled knowledge of the global markets. Our own quality assurance team in the Far East. Our extensive experience as an importer is our main asset – and one which works to your advantage.



Our products stimulate the creativity of modellers big and small.



Veronika und Christian Repky
SOL-EXPERT-group

We develop solar products and construction kits for fun and experimentation. And also fascinating products for adults: ecological power banks and solar chargers featuring pioneering LiFePO4 technology – exclusive, and only from us. For all those committed to sustainable advertising.





” Good design requires no explanation – it’s apparent at first glance. “



Georg Plum
M&M Uhren

Superior Made in Germany design, a high degree of wearing comfort and precise functioning: our watches have their own individual character, reflecting the personality of their wearer. Already well established in retail outlets, we can now also be your exclusive partner. Information: www.mm-uhren.com



Stylish luggage which offers maximum comfort and style. With DELSEY you always travel well.



Tobias Lange
DELSEY Reiseartikel & Lederwaren GmbH

Starting from our roots in Paris, our luggage has conquered the whole world. Offering innovative responses to a world which imposes ever more exacting demands on its travel products. Light, functional and robust – the DELSEY brand has stood for elegant luggage since 1946.





” *Creating modern design
for everyday
use – that
is an art
we have
mastered.* “



Philippe Adda
Sofrie

Functionality combined with superior design: our attractive lifestyle collections bring aesthetics, colour and enthusiasm into people's daily lives – and are ideal for carrying marketing messages. Experience the launch of our brand-new product at the PSI: exclusive and for the very first time – guaranteed.

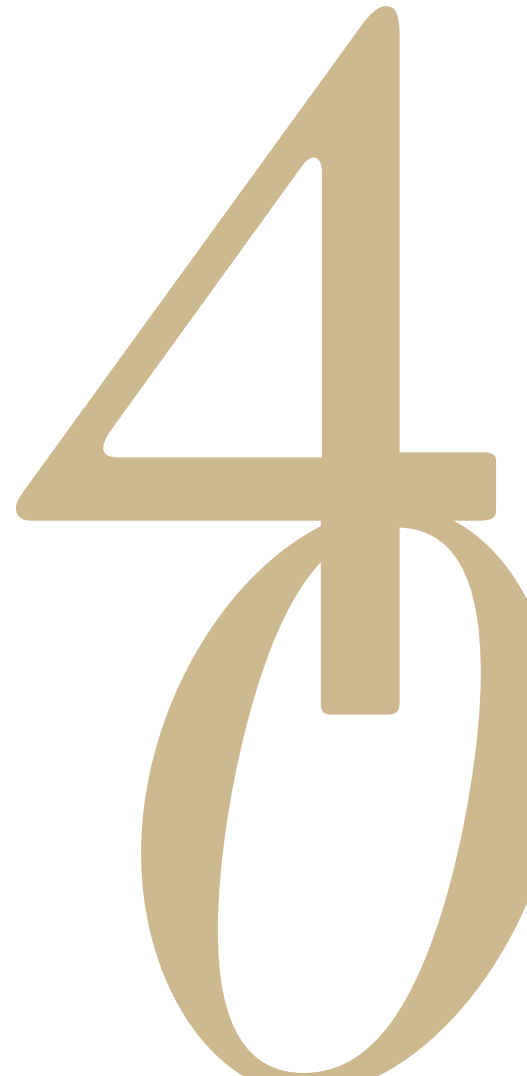


We've been writing promotional product history ever since inventing promotional confectionary.



Jörg Dennig
JUNG BONBONFABRIK

An incredible range of creative promotional sweets, snacks and Christmas articles. A solid yet ever-changing tradition. Sweet ideas designed for all occasions and suitable for all tastes – made in our own certified production facilities and including well-known brands. Effectively sweetening any campaign – JUNG.





SUSTAINABILITY AND FAIRTRADE WITH A GOOD CONSCIENCE

In times of dwindling resources, climate change and economic change, they are increasingly in the spotlight from an ethical point of view: Against this background, sustainability and Fairtrade are rightly playing an increasingly important role in the promotional product industry.

Sustainability is a burning issue at the moment - a fundamental principle for resource utilisation in which the focus is on the preservation of the essential features, stability and natural regenerative capacity of each system. However, the concept and its background are older than some might suspect. In German, the term for sustainability 'Nachhaltigkeit' was first used by Hans Carl von Carlowitz in 1713 in the context of long-term responsible management of a resource. He used the word in his work „Silvicultura oeconomica“ (economic forest management) in the context of „sustainable use“ for forest cultivation. In a dictionary entry from 1910, sustainability appears as a translation of the Latin term „Perpetuas“ and describes being resistant and unrelenting as well as continuous, effective and emphatic or simply the success or effectiveness of something. The modern, comprehensive meaning is that of a „principle according to which something should no longer be consumed, as something that grows back, regenerates itself, can be provided in the future again“.





COMPLETELY RECYCLABLE

The ajaa! storage boxes – an award-winning world premiere – made entirely from renewable resources, biopolymer, sugar, natural minerals and waxes. These high-quality made-to-last boxes are completely recyclable and stackable, and will win you over with their fresh, clear and sleek design. Granola, seeds, cheese and sugar etc. can be optimally stored here. They are made in Germany and are freezer-safe, dishwasher-safe and food-safe, and are free from plasticizers, harmful substances and Bisphenol-A. They come in four different sizes – square cut (0.6 litre and 1.4 litre) and rectangular (0.9 litre and 2.1 litre) – and with four different coloured rings (lime green, pink, mandarin orange, cool grey).

48670 • Markenreich GmbH • Tel +49 2175 15797-0
info@markenreich.de • www.markenreich.de



A FASCINATING GAME

Krüger & Gregoriades is selling the ball pipe especially for children, which has the so-called “Bernoulli effect”. The fascinating game with the floating ball requires children to use their oral motor skills. Blowing air through the pipe with the right force makes the styrofoam ball lift from the pipe and lets it hover in the air as if by magic. The wooden pipe comes with two styrofoam balls and is packaged in a gift box. The company from Hamburg also has other innovative products for sale in its wide range of products.

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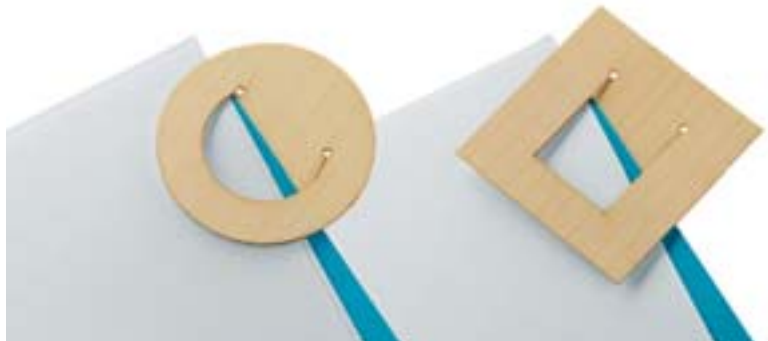
VICTORINOX AG
CH-6438 IBACH-SCHWYZ, SWITZERLAND
T +41 41 81 81 211, WWW.VICTORINOX.COM

MAKERS OF THE ORIGINAL SWISS ARMY KNIFE



Thinking about sustainability in the textile industry is becoming ever more important and is the benchmark for responsibility when manufacturing textiles. For the company N&B Design GbR, sustainable textile production primarily means European production. The company from Lengerich, Germany considers the environment as being on an equal footing with social and economic considerations. That is not only true for the individual product, but also for its manufacture and the entire supply chain. Visible symbols for these types of production methods are the Öko-Tex and Sedex certifications that our production partners have. N&B Design GbR provides made-to-order innovative textiles with full customer service, starting from the design to the final delivery. Shirts and jackets are available for orders starting from 100 units. Press, terry cloth and fleece products round off the wide array of products for sale at N&B Design.

47928 • N & B Design • Tel +49 5904 919800-0
mail@nundbdesign.de • www.nundbdesign.de



The small paper clips Rondo and Quadro from FSC-certified, elastic wood veneer ensure there are high spirits at the workplace or at home with their smile effect. They are highly suitable for mailings because of their low weight. Customer logos can be applied by printing or laser engraving. The clips are available in two types of wood, sycamore and walnut. The funny promotional products are packed in lots of 20 pieces in a round wooden box, which can also be personalized by printing or laser engraving, or loose in lots of 500 pieces. Special packaging and special shapes are possible in appropriate quantities.

42200 • e+m Holzprodukte GmbH & Co. KG • Tel +49 9181 2975-75
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THE WORLD OF ECOPENS

The world of the Stilolinea Ecopens combines a respect for nature with high quality standards that have been achieved through ongoing research on how to keep the ecological balance in line with a highly developed market— this is the claim the Italian writing instrument manufacturer Stilolinea makes with regard to its Ecopen series. It is a world in which ballpoint pens come from nature and then return to nature again thanks to their certified compostability, while the exceptional writing quality and the mechanical perfection of Stilolinea products are preserved. The exclusive design of the Ecopens comes from Enrico Fumia, the artistic designer of the Pininfarina and Maserati emblems. This is how the new products from Stilolinea get across a special image for the companies, which have decided to purchase Stilolinea products. The Ecopens are made out of IngeoBiopolymer, a new plant-based material. Stilolinea has been making innovative promotional products “Made in Italy” since the 1970s and is well-known nationally and internationally as a renowned manufacturer of high-quality writing instruments. More information is available at: www.stilolinea.it

45328 • Stilolinea Srl

Tel +39-011-2236350

info@stilolinea.it • www.stilolinea.it



SOFT SCRIBBLER

The versatile “Bamboo Touch” ballpoint pen from Topico not only writes in black, but also helps when navigating. The soft tip hits the mark accurately and leaves no fingerprints on tablet PCs or smartphones. The practical operating aid is suitable for capacitive touch screens. The integrated refill promises a long-lasting writing performance and high writing comfort. Furthermore, the elegant writing instrument is made of high-quality bamboo, a natural resource that grows quickly.

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COOL DESIGNS

LOQI Store GmbH delivers environmentally friendly as well as exceptionally good looking bags, zip pockets and luggage covers. With these products, there are no limits to your creativity. The company indicates that “the coolest designs come from the coolest illustrators around the world.” Anyone who travels often and long distances will surely attract lots of attention anywhere he goes with his LOQI products. According to LOQI’s company information, there is a minimum order of only 600 units – and the delivery time for these orders is only six weeks. This is coupled with the company pledge “We let every colour, in every imprint and with every design look great,” which is true to the company’s motto “LOQI is ready when you are!”

49314 • LOQI Store GmbH • Tel +49 30 120749840

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CLIMATE-NEUTRAL CALENDARS

CO₂ is inevitably produced in every print run. As one of the leading calendar producers, the company terminic GmbH counteracts this damage to the environment with climate neutral production and has successfully completed the relevant certification process for this. The company from Bremen offers its customers the opportunity to have the terminic promotional calendar produced in a carbon neutral way by purchasing certificates of appropriate environmental protection projects. On the one hand, terminic has promised to prevent CO₂ as much as possible by taking part in the climate initiative promoted by the print and media associations. On the other hand, terminic can ascertain the special "CO₂ footprint" for every calendar order. Terminic also makes a great effort to use sustainable production methods in its day-to-day business and produces its products as environmentally friendly as possible. For example, terminic was the first sole calendar manufacturer to convert to only using FSC-certified paper and cardboard boxes made from sustainable forestry. More information is available at: www.kalender-klimaneutral.de.

41308 • terminic GmbH • Tel +49 421 871450
info@terminic.eu • www.terminic.eu



ORGANIC MATERIALS AND CHIC

100 per cent natural: Do you want a product made out of organic materials or a design that is chic? The organic collection from sigikid proves that you don't have to choose one over the other. You can have both. Grasping toys, figures and warming cushions are presented in a cheerful and colourful mix of patchwork and patterns. All of the products are made entirely from certified organic cotton. Babies love the comforter toys. The nice snuggly rabbit is completely made out of natural materials (the outer material: certified organic cotton – the filling: sheep's wool) and is suitable for a baby's first attempts at using their grasping skills. Since it is cuddly soft, it will undoubtedly comfort them when they are upset. In short, it is the perfect companion during a baby's first year of life.

45202 • sigikid H. Scharrer & Koch GmbH & Co. KG • Tel +49 9201 70-129
anja.deroni@sigikid.com • www.sigikid.com



RECYCLED NOTE TAKING

Anyone who wants to do something for the environment should choose the "Kentwood" eco notepad from the Easy Gifts assortment. With this practical A5 size notepad made of recycled cardboard and paper, the advertising message is conveyed to the customer in an environmentally friendly manner. A blue ink ballpoint pen made of recycled cardboard is integrated into the 120-page lined pad. Easy Gifts can print the desired advertising at the front in the lower right corner of the cover. The "Kentwood" is delivered individually packed in a polybag.

47300 • Easy Gifts GmbH • Tel +49 911 8178111
info@easygifts.de • www.easygifts.de

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SAVING ENERGY MADE EASY

With the handy energy-cost monitoring device from Nestler-matho (Nm 150), you will find out quickly and easily how much electricity individual appliances consume during use or in the standby mode and what costs are incurred. In this way, unnecessary electricity guzzlers are discovered and energy costs are optimized. This saves resources and budgets. The device is supplied in an elegant black gift box. Customisation is possible using advertising print on the display. Nestler-matho vouches for the sustainability of its products and the entire supply chain with its long-standing reputation and close collaboration with its suppliers. The PSI First Member from Baden-Baden not only ensures compliance with all legal standards and certificates such as CE, The Green Dot (packaging recycling), ROHS and REACH (restriction of hazardous substances), WEEE (reduction of electronic waste), but also compliance with the GWW Code of Honour (social compliance).

41816 • Nestler-matho GmbH & Co. KG • Tel +49 7221 2154-0
info@nestler-matho.de • www.nestler-matho.de



INSPIRED BY NATURE

When it comes to RITUALS products, Trendfactory sets high standards. “As we are inspired by nature, we want to treat it with due respect. That is why we exclusively use natural, renewable and biological raw materials in our products and produce products that nature cannot provide us with from harmless basic materials. It goes without saying that our products are not tested on animals but only on human volunteers. Our entire product range is suitable for vegetarians,” says Managing Director Will van Buyten. ‘Wherever possible’, wood from sustainably managed forests, FSC-certified paper and cardboard and glass are used for packaging,. “To ensure that our ecological footprint remains as small as possible, we strive to produce most of our products in Europe,” adds van Buyten.

41941 • Trendfactory BV • Tel +31 25 26 222 33
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Weihnachtszeit und einen guten Rutsch ins neue Jahr.

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Messestandes auf der kommenden PSI Messe 2015 in Düsseldorf.

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BLOW – FINISHED – GO!

A three-piece set from the Krüger & Gregoriades product line shows the true power that is inside an inflated balloon. The set comes with a helicopter, a racing car and a racing boat, and includes balloons and instructions for the balloon rocket and the balloon toy boat. And this is how it works: Just blow up the balloon, attach it to the helicopter, racing car or boat, and it is ready to go. It is a funny and environmentally friendly ride – powered by your own breath. The toys are made out of plastic and come packaged in a gift box.

47203 • Krüger & Gregoriades • Tel +49 40 731021-80
info@kg-hamburg.de • www.kg-hamburg.de



SUSTAINABLE PROFESSIONAL TOOLS

At the PSI 2015 (Hall 11, Stand C13), Wiha Werkzeuge GmbH from Schonach, together with its Swiss subsidiary, the measuring tool specialist Kunststoffwerke AG Buchs, will be presenting a broad portfolio of high-quality tool innovations that are increasingly being used as an advertising medium. Premium products which are designed for the professional will be shown, from LongLife plastic gauges and precision measurement tools to ingenious bit holders right up to tried and tested classic screwdrivers. The quality and premium claim of the promotional products is transferred to the perception of the brand or company that uses the promotional products. The message from Wiha products as promotional products is clear: not all tools are alike. Sustainable, ergonomic, innovative in function and design – these are just some of the features that can be communicated with the sophisticated “professional helpers”. The world premiere of the plastic gauge LongLife MB, which replaces fossil materials entirely by renewable substitutes, is an expressive textbook example, certified for the first time by TÜV SÜD, of how products today are produced sustainably and responsibly. A portfolio with sophisticated and, in some cases, award-winning tool solutions supports the statement: “We have the tool for your success – the sustainable tool in a class of its own!”

49269 • Wiha Werkzeuge GmbH • Tel +49 7722 959 221
info@wiha.com • www.wiha.com



Art. 5301



Art. 1104D



Art. 640X



Art. 6040



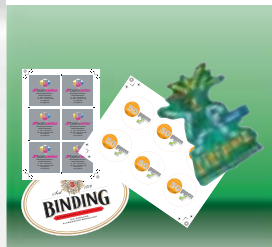
Art. 67XX



Art. 1304



Art. 1810



NOTIZBLOCKS

WANDPLANER

HAFTNOTIZBLOCKS

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SCHREIBUNTERLAGEN

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NICHT VERGESSEN

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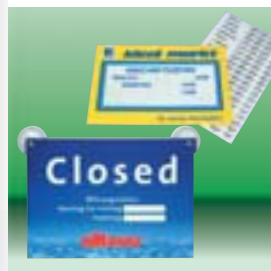
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Art. 9800



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Tel. (0 29 41) 94 34-0 · Fax (0 29 41) 94 34 34
www.marbo-werbung.de · E-Mail: info@marbo-werbung.de

NATURALLY INSPIRATIONAL

For the sake of the environment, Inspirion offers products that are biodegradable. The “Recycle” ring note book has earned the title of being eco-friendly because it is made from recycled paper and cardboard. Even the blue ink ballpoint pen impresses with its natural charm and, apart from the refill, it is compostable. The recyclable ring notebook with elastic strap and a colour matching ballpoint pen is an ideal companion in the office, at trade shows and conferences. The notebook comes in a handy format and fits easily into your jacket pocket. In addition, the practical ring-binder perforation makes it easy to turn pages back and forth. The “green” ring notebook at Inspirion is available in three colour versions.

42907 • Inspirion GmbH • Tel +49 421 52270

info@inspirion.eu • www.inspirion.eu



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sales@psi-promotion-world.de

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NATURE THROUGH AND THROUGH

Nature through and through: the little jute bag from emotion factory contains a peat tablet and seeds (many varieties of which are available). The enclosed foil pouch, which is used as a plant pot, is filled with water and the seeds are scattered on top. Now growth can start directly from out of the little jute bag. And because the target group diligently does the watering, continual contacts with the promotional message are assured. The advertiser's custom message on the card is secured with a jute cord. This way all round, a consistent, striking and eco-compatible promotional resource reaches the target group.

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ONE BAG RULES THEM ALL

Eco friendly products are gaining momentum and popularity these years. We all know that plastic bags are being polluting environment with tons of garbage each year. There is no surprise: average customer spends more than 170 plastic bags annually. Be part of change and promote your commitment to environmental sustainability! Shopping bag "Sinta" is made of jute and flagship of Reda's campaign green ideas. Environmentally friendly jute fibers are strong, durable and biodegradable. Sinta can be used also for daily errands, craft projects or daily trips. Suitable for silk-screen printing.

46051 • REDA a.s. • Tel +420 548131125
export@reda.cz • www.reda.info

SMART COVERS

The wool felt articles from mbw in the Schleswig-Holstein town of Wanderup are derived exclusively from German production, from the wool to the finished product. The elegant, trendy bags for smartphones and tablet PCs are produced in sheltered workshops in the region. All products comply with the strict requirements of the Oeko-Tex Standard 100 certificate. A cleverly sewn, sturdy band can easily be pulled with a gentle tug to enable a smartphone or tablet PC to be taken out of the case. When sliding the band in, it is automatically pushed all the way down again and is therefore ready to use again. An advertising message can be fixed by using transfer printing.

42020 • mbw Vertriebsges. mbH • Tel +49 4606 9402-0
info@mbw.sh • www.mbw.sh



STRONG CORN

The cornstarch bags made by Global Innovations are fully compostable, certified and sustainable. From a quantity of 25,000 units, they can be customized according to the wishes of the customer. Whoever uses cornstarch bags avoids plastic waste and does something good for the environment. In the area of sustainable promotional products, Global Innovations offers not only products that can be found on the new website, but also a variety of other standard products and custom designs.

46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502 93086-0
info@globalinnovations.de • www.globalinnovations.de



KNITTED ECO FUR

The company pos.sei.mo offers fashion from a very special material: Velvety products made from possum hair with pure merino wool and genuine silk. The new, lightweight functional fibre warms, reveals no ugly nodules and is a pure natural product. Possum hair is very fine, short and hollow. Therefore, an air cushion can form which warms but is ultra-light. Combined with Merino wool and pure silk, the quality yarn is produced in a New Zealand spinning mill. The clothing of pos.sei.mo is produced according to the European standard ISO 9001. Colouring is done according to European standards with environmentally friendly colours that do not contain harmful metals. Pos.sei.mo has had its possum products tested in Germany for harmful substances. "The product is completely pollutant-free!" claims owner Marianne Birkenfeld. Since being founded in 2003, her business has expanded and now supplies its fashionable clothing to many European countries.

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FOUR GENERATIONS OF SUSTAINABILITY

The Victorinox warranty covers all material and manufacturing faults for an unlimited period of time: This Lifetime Warranty is an expression of the self-perception of the Swiss knife manufacturer Victorinox whose products are exported to over 120 countries worldwide. The Swiss company has been striving to keep the environmentally critical impact of corporate activity as low as possible since it was founded 130 years ago. The low consumption of fuel oil due to heat recovery must surely be a record. The headquarters and factory as well as more than 100 residential units are supplied by a district heating network. Due to a comprehensive emission reduction with closed systems and waste water treatment, a responsible use of resources and an extensive use of recycling, Victorinox was presented with the 2008 Corporate Award of the Swiss Environmental Foundation. The commitment to sustainability through the production of durable and easily repaired products has been passed on from generation to generation since 1884: An eco credo for the benefit of customers and the environment.

44281 • Victorinox • Tel +41 41 8181211

261@victorinox.ch • www.victorinox.com



FRUITY ENVIRONMENTAL PROTECTION

Kill two birds with one stone: Prepare the customer a fruity delight and at the same time contribute to environmental protection - with the organic bear fruit gums from Kalfany Süße Werbung. These fruit gums are full of surprises. They are not only tasty and colourfully mixed, but also organic and environmentally friendly packaged. The organic bears are packed in 85 x 60 mm large compostable promotional bags. The crystal clear or alternatively white bags are printed with the desired individual advertising message and give the promotional packaging a personal touch. And here comes the best part: the advertising packaging foil from Kalfany Süße Werbung is based on renewable raw materials of plant origin and guarantees compliance with the standard EN 13432 Compostability. Therefore the sweet professionals of the company recommend: "Urge your customers and partners to try this fruity environmental protection!"

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VIS-A-VISUELL FACE TO FACE

New to the PSI network since June 2014 is VIS-A-VISUELL, the B2B brand agency in Frankfurt am Main. The company focuses on the support of sales and marketing with its products and services. "Promotional products support businesses and people alike to establish new contacts for their business, to maintain business relations and to make a lasting impression as a brand. We always do that vis-à-vis and visually - or in short: vis-a-visual," says owner Christian Nikolas Wiesinger, adding: "In today's digital

overstimulation, it is the tangible things that can be experienced with all senses. You can look at them face to face; they unfold their benefits and their message. VIS-A-VISUELL specialises in 'hands-on communicators'."

PRACTICAL AND BEAUTIFUL

The product collections of VIS-A-VISUELL are "enthusiasm for everyday life", as Wiesinger describes them - simple, functional and industrially produced products for everyday needs. "Our expertise lies in intelligent product development, the use of contemporary materials and new production technologies," adds Wiesinger. "Practical and at



The small, non-slip 2STOP double wedge from Authentics.

the same time beautiful things for giving as gifts, for travelling and for working are created in close cooperation with renowned designers; in short: stylish ambassadors for the customer's brand." Here is an example: "The small, non-slip 2STOP double wedge from Authentics is individually finished and ideally suitable to develop business or maintain business relations. Or the FantasticPaper notebook with the corporate identity of the advertising customer - we offer numerous opportunities to communicate companies and their message visually," emphasises Wiesinger. Contact: Practical and beautiful www.vis-a-visuell.com

ZTV NEW MARKETING MANAGER

Zustell-, Transport und Vertriebsgesellschaft mbH & Co. KG from Krefeld - in short ZTV - known for fulfilment, logistics for promotional campaigns and transport, has a new marketing manager. Ralf Richter joined the company on 1 September 2014 and is responsible for the trade show marketing of ZTV-Logistik as well as for the company's print, web and social media presence. www.ztv-logistik.de



Ralf Richter

VICTORINOX

PRE-PRESS EXPANDED

Markus Brunner has joined the pre-press department of the Swiss pocket tool manufacturer Victorinox as a team leader. As a graduate polygraph with many years of experience, he will work together with another polygraph and a CGI



Markus Brunner

specialist and, according to Victorinox, will ensure 'the perfect implementation of labelling wishes'. The long-established company is firmly committed to high-quality in-house production at its

headquarters in central Switzerland. According to the company based in Ibach-Schwyz, product finishing has always been carried out with proven expertise and the application of the six labelling methods offered is of the highest quality. The quality begins with the preliminary work in the pre-press stage. Victorinox tampon prints (one to six colours as well as photo prints) are specially coated with a protective finish and thus have an extremely high abrasion resistance. www.victorinox.com

SALES TEAM STRENGTHENED

MOYND GETS REINFORCEMENT

Moynd, the Wolfenbüttel-based sticky notes specialist, has strengthened its sales team for international sales with the addition of Sandra

Krawietz. She is responsible for the German-speaking and English-speaking customer base. moynd GmbH will be participating at the upcoming PSI Trade Show in Düsseldorf at stand 12Ho3 in



Sandra Krawietz

Hall 12. Contact: www.moynd.de

SINCE NOVEMBER

**MANSARD WERBEMITTEL
UNDER NEW MANAGEMENT**

The full-service advertising agency mansard werbemittel will be managed by Daniel Allgeier as sole managing director as of November. 36-year-old Allgeier comes from Bartenbach Marketing Services in Mainz where he held a senior position in the areas of Promotions and Shopper Marketing for seven years. With this decision, the long-established company from Bad Soden has opened a new chapter in its 60-year history. "mansard werbemittel is now 61 years old and has always been young with its modern ideas and creations. To ensure that this remains so and that the company continues to grow, a 20 years younger full



Daniel Allgeier (left) has replaced Florian Mansard in the management of mansard werbemittel.

professional is taking over the helm. That makes sense," says the company owner and former managing director Florian Mansard when explaining his decision to withdraw from operational business. With Daniel Allgeier, the recently ISO-recertified company has taken an all-rounder on board who will further promote, among other things, the conceptual integration of haptic promotional products and a creative approach to customer service and acquisition. www.mansard.de <

**SINGING HELPS
JULIA SINGS!**

Julia Eckenfelder, a type-1 diabetic, has launched a project to support the work of diabetesDE - German Diabetes Help. With the help of Eckenfelder GmbH & Co. KG - a graphic design company of her father - as a project partner, she managed to implement the project "Julia sings!". The Rotary Club Eisenach also supports this project. The aim of "Julia sings!" - the title of the project - is to promote singing together in families, to raise awareness of the topic of diabetes - particularly among children - as well as among the public and to financially support diabetesDE.

SINGING AS A HELPING POWER

"Whenever you are personally affected, you see things in a different perspective. And because I have found a positive way to deal with this illness, I want to help other people, especially children, to also succeed in dealing with it. Singing, together with a supportive family, has given me the strength and courage to face the challenge of diabetes type 1. Today, I am almost 18 years old and live a happy and fulfilling life. My wish is that many young people who are suffering from diabetes also enjoy this experience. I am a singer - and singing helps" says Julia Eckenfelder when describing her motivation to implement this project.

CD - CALENDAR - WEBSITE

The student at Carl Philipp Emanuel Bach music secondary school in Berlin and singing student at the Jazz Institute Berlin created the product SING MIT! (SING ALONG!) for "Julia sings!" that consists of an audio CD, a calendar and a website. Accompanied on the CD by the internationally renowned pianist Stefan Kling, she sings well-known children's and folk songs, from classical to pop, with a dash of Caribbean rhythms. The calendar incorporates illustrations which relate to the themes of the songs, together with the notes and lyrics on the back of the monthly pages. On the website "Sing mit (Sing along)" (www.kalendermusik.de), the notes and backing tracks are available for downloading. Five euros for each set sold goes to diabetesDE - German Diabetes Help. For more information, visit juliasingt@eckenfelder.de. You can order "Sing mit (Sing along)" on the website: www.julia-singt.eu <



Julia Eckenfelder at the Diabetes Charity Gala at the Meistersaal concert hall in Berlin on 16 October. © diabetesDE/Deckbar

ASI'S GLOBAL STUDY

PROMO PRODUCTS MEMORABLE AND POPULAR

The Advertising Specialty Institute® (ASI) released groundbreaking global research proving logoed promotional products deliver commanding advertiser recall among 85% of consumers surveyed. The superior recall far exceeds other advertising and marketing alternatives, creating a higher return on investment (ROI) than other forms of media. For its 2014 Global Advertising Specialties Impressions, a cost analysis of promotional products versus other advertising media, ASI conducted thousands of in-



person interviews with businesspeople and students in key cities across North America, Canada, Europe and Australia, including Tampa, Charlotte, Minneapolis, Denver and San Diego.

POPULAR AND PERSISTENT

“World-wide, we found end-buyers who consistently remember the advertisers on logoed items

and who feel good about the brands on promo products they use day in and day out,” said ASI CEO Timothy Andrews. Results found that at about half a penny, promo products have a lower cost-per-impression (CPI) in the U.S. than prime-time TV, national magazine and newspaper ads, and a similar CPI to spot radio and Internet advertising, according to the study. Study results also show logoed items like pens, shirts and mugs that companies, schools and non-profits give away to advertise their brand or event or to thank employees and clients are consistently popular and persistent, with most people owning about 10 items they generally keep for seven months.

2014 STUDY HIGHLIGHTS INCLUDE:

- Bags, which are generally mobile and therefore seen by more people, generated the most impressions in Sydney with more than 5,800 a month.
- Half of Mexican consumers own promo drinkware, the highest percentage in North America.
- In Madrid, 34% of surveyed residents own a promo USB drive, the highest of any area measured.

ABOUT ASI

ASI's research studies are continuously cited throughout the B-to-B industry and across the advertising and marketing spectrum. For more information, contact Nate Kucsma, ASI's market research director, at nkucsma@asicentral.com. The Advertising Specialty Institute® (ASI) is the largest media, marketing and education organization serving the promotional products industry, with a network of over 25,000 distributors and suppliers throughout North America. www.asicentral.com



VÖW

MEMBERS TO BE CERTIFIED

The association of Austrian promotional product distributors (VÖW) has launched the VÖW certification. The aim of the certification is to create binding standards in terms of production processes, working conditions and market



behaviour. In a first step, it was necessary to determine and compile the expectations and wishes of its members. The objective of the certification is primarily to achieve a higher recognition of the promotional product industry, namely “through the dissociation from behaviour, that is potentially harmful to the industry, as a consequence of the certification. At the same time, certified members benefit from a clear competitive advantage over non-certified market participants,” says VÖW. “The promotional product industry has changed significantly in recent years. For this reason, VÖW wants to focus on creating awareness for the industry because the industry offers more than we think - from expert advice on specific product know-how to creative implementation. The desired target group can only be reached with a maximum advertising impact through strategic planning and targeted use of appropriate promotional products. With a VÖW-certified promotional product distributor, companies are supported by a strong partner that demonstrably meets all these requirements,” says Konrad Godec, President of VÖW, when commenting on the introduction of certification within the association. The official presentation of the certificates is scheduled for summer 2015, during the annual general meeting.

www.werbemittelhaendler.at

BWL

STAFF REINFORCEMENT

The head office of the German association of promotional product suppliers (BWL) received reinforcement in September: The board and management are pleased to have gained Mr. Kirsten Bohn, a "competent newcomer with sound marketing knowledge". "The BWL is facing numerous time-consuming and complex tasks which Kirsten Bohn will assist us with," says Ralf Samuel, Managing Director of BWL. In addition to membership



Kirsten Bohn

acquisition, the focus will be on the co-ordination of all information and PR activities. To this end, Kirsten Bohn will support the association with the preparation of content and the communication with members, media, politicians and the public. "Another key issue is the further development of attractive services for the members of our association," adds Patrick Politze, President of the association. Kirsten Bohn worked as a Marketing Manager at Notes GmbH & Co. KG in Quickborn from 2001 to 2013 and acquired relevant industry knowledge as well as good personal contacts during that time. www.bwl-lieferanten.de

NEW ADDRESS

HYPON HAS MOVED

The Dutch company Hypon, supplier of young and innovative products, trends and hype in the market for premiums and promotional material, has moved. The new office address is:

Hypon BV
Höckerkade 1
NL-2401 AW Heemstede
Netherlands
www.hypon.eu
www.newpremiums.eu

V. FRAAS GMBH

SCARVES FOR EVERY DAY AND EVERY MOOD

V. Fraas GmbH is second to none when it comes to scarves and shawls. The company produces 12 million scarves each year at its own production sites in Germany, China and India. These scarves are made with great attention to detail and a unique quality of material and workmanship. We have used details of this sustainable production process as part of our textile special "Advertise with Chic" in the October issue of the PSI Journal. A note on the unambiguous assignment of the high-quality images: The images of the fine yarns (title), the Jacquard loom (page 12) and the fringe turnery (page 19) relate to production processes of the long-established manufacturer V. Fraas based in Helmbrechts.



Quality materials are used for scarves made by V. Fraas.

INSPIRION

GLOBAL PLAYER ON THE ROAD TO SUCCESS

The "Player" trolley flight case from Inspirion has been awarded the title "Super Gift 2014" in Warsaw. The case took first place in the category "Products over 100 zloty" (equivalent to 25 euros). The award ceremony was held during the Polish marketing, printing & packaging festival in Warsaw in September. Exhibitors included promotional product manufacturers, packaging specialists and print works. The "Player" trolley flight case is a new product in the current Christmas catalogue Christmas Special 2014. Special feature: The case of the private label CHECK.IN® has a playing surface for Ludo on the outside. Thus the case proves to be a sociable and entertaining travel companion when the waiting time at the airport, railway station or in a traffic jam lasts longer than usual. Additional information is available at: www.inspirion.eu



TOPICO

AWARD-WINNING POWERHOUSE

The "Megawatt" powerbank from Topico has won the "Best of Bestsellers Award". The mobile charger took first place in the category "Medium Range". The award was presented during the WerbeWiesn. The trade show for promotional products took

place in Munich. Promotional product suppliers such as Inspirion and Topico, which exhibited at the WerbeWiesn, presented their bestsellers from the categories Give-aways, Medium Range and VIP gifts. A selected panel of marketing representatives of renowned companies voted on the best Bestsellers and chose, among others, the powerbank from Topico as their favourite. www.topico.de



ADVERTISING INDUSTRY MET IN WELS

MARKE[DING]PLUS IDEA PLATFORM

Wels was the meeting place for creative industries in early October with the marke[ding] plus, Austria's largest B2B trade show for event, communication and promotion. Around 170 exhibitors from eight nations offered more than 5,000 attractive advertising ideas. 2,781 visitors from the event, marketing and communications sector were impressed by the products offered at the trade show and by the evening event, the marke[ding]plus-night. On

two days, the marke[ding] plus presented itself as an even more innovative, colourful and creative trade show than in the previous year. Satisfied exhibitors, trade visitors and organizers considered the trade show to be a rousing success.

PRACTICE-ORIENTED EXPERT PRESENTATIONS

The trade show forum also attracted numerous interested parties with renowned

speakers. Humorously packaged "flirting tips" for the Internet were provided by Robert Seeger who was absolutely mesmerised by the trade show: "The marke[ding]plus is like a surprise chocolate egg: there's plenty to nibble on, something to play with and lots of new things to discover. Combining a trade show with high-profile lectures is also terrific: I have listened to such lectures longer than planned and even missed the train. I have seen new things, tasted new things and learned new things. "Best-seller author Roman Anlanger gave helpful tips to achieve great success even on a tight budget and sports manager Hubert Neuper also found lots of attentive listeners.

MARKE[DING]PLUS-NIGHT

On the evening of the first day of the trade show, more than 500 guests attended the marke[ding] plus-night that combined top-class event catering and spectacular shows. There were also proud

award winners at the presentation ceremony of the marke[ding] award. The winner in the category "ecologically valuable" was PAOL-Promotion Austria with the Mary Meals Fairtrade football. Winner of the category "New Products 2014" was the company Out Of the Box GmbH with the identically named stand system. To round off the evening, the Hot Pants Road Club guaranteed a lively atmosphere. www.markeding-plus.at <



KHK GMBH

NEW SPECIALIST WORKER IN THE LABORATORY

New to the team at cosmetic specialists KHK GmbH in Cologne is graduate chemist Rafael Bula. In addition to selecting raw materials, developing formulas and producing bulk substances,



Rafael Bula

his duties also include elements of quality assurance and presenting products for review by renowned accredited institutes. In the professionally equipped in-house laboratory, the formulas of KHK

products are continuously being developed and individual customer wishes are met. The word from Cologne is that Rafael Bula has already been able to implement a number of changes. www.lipcare.de <

FARE AND HALFAR

COMPETENT REINFORCEMENT

The umbrella specialist FARE – Guenther Fassbender GmbH, Remscheid, and the bag specialist Halfar System, Bielefeld, have received expert reinforcement. Ralf Wahner has been working for both companies since 1

October 2014. As a member of the field service, he will be responsible for the postcode areas 0, 6-9 as well as Austria and Switzerland. Ralf Wahner was previously employed for roughly 15 years

at PF Concept where he successfully represented the textile division. With Ralf Wahner, the promotional product trade now has an experienced contact person in field service. www.fare.de - www.halfar.com <



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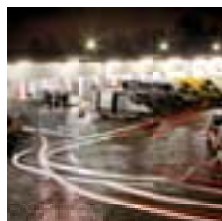
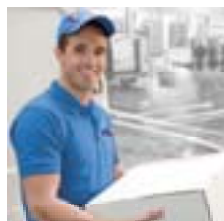
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PROFESSIONALLY ACTIVE FOR 50 YEARS

80TH BIRTHDAY OF JÖRG MÜLLER

On 13 October 2014, Jörg Müller celebrated his 80th birthday. His 50 years of active employment began in the family-run business where he trained to become an industrial clerk.

Following an internship abroad, Jörg Müller took over the management of the companies Karl Müller and Caressa-Werk in 1973. He was particularly interested in developing contacts abroad. Even before the end of the matchstick monopoly, he laid the foundation for a new product range (advertising matches) within the company. Jörg Müller worked for over 50 years and continuously developed the company. This included, inter alia, halving the delivery times in the promotional product industry. He was responsible for securing and developing the entire export business with the support of subsidiaries and general agencies throughout Europe. The most difficult period of his life was the industry crisis in 1989 and the enormous collapse of the dollar, which led to the closure of the company Caressa.



Jörg Müller on the occasion of his birthday speech.

“DO MORE THAN THE AVERAGE”

True to the motto “Do more than the average”, Jörg Müller supported important projects for the company in Germany and abroad even after his official retirement from the business operations and management. Jörg Müller was involved at the Rhein-Neckar Chamber of Commerce and Industry in Mannheim in a special way. He was the Vice President from 1978 to 2005. He was a member of the General Assembly for 32 years. His honorary work was exemplary. He was an active member of the representative assembly of the AOK for over 25 years, on the Board of the cross-industry Employers Association, a founding member of the Economic Juniors of Heidelberg, co-founder of the Meckenerheimer Economy Working Group and a member of the Grand Senate of the Rehabilitation Foundation. He has also been an active member of the evangelical church choir in Meckenheim for almost 30 years.

ABOUT KM ZÜNDHOLZ INTERNATIONAL

The company Karl Müller (KM), known as the matchstick specialist and supplier to customers in the tobacco product industry, food industry and promotional product market since 1926, has established a reputation for itself as the “match and lighter specialist”. For years, KM has been constantly expanding its product range. Electronic lighters with the brand name nola can be found in stores everywhere. Firelighters as well as fireplace and barbecue products are offered by KM with the registered trademark KM Firemaker. Custom-printed paper bags and gift ribbons complement the range of promotional products. KM produces its matches according to the standard DIN EN 1783. The lighters comply with the child safety provisions of the European Union and are certified according to TÜV DIN ISO 9994: 2006 and EN 13869: 2002; the firelighters meet the requirements of DIN 1860. Matches and firelighters are produced according to FSC. The company is also certified according to the parameters of “social competence” (BSCI). www.KMmatch.com



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GEMACO PROMOTION DAY 2014

SUCCESSFUL NEW START

The concept of Promotion Day experienced a successful revival at the beginning of October after a one-year break. With the first “Gemaco Promotion Day”, Gemaco’s Sales Manager Mark-Oliver Schrader continued the successful tradition of the past 20 years of Vierung in-house trade shows.

Under the aegis of Gemaco Germany, the Gemaco branch in Münster highlighted its own significant accent among the professional in-house trade shows for promotional product with the “Gemaco Promotion Day”. Together with 33 seasoned exhibitors, the Gemaco team in Mün-

ster was in action all day giving customers a better understanding of the added value of new as well as imaginative promotional products for their marketing activities. As was customary with previous Vierung events, Mark-Oliver Schrader and his crew had also planned the event this

time down to the last detail, from the on-line presence to the two-part invitation through to the design and execution. The “cloud” – also the name of the venue at the Factory Hotel in Münster – hovered as an original leitmotif for a sky-blue promotional sky over this Promotion Day whose successful outcome was impressively demonstrated by the newly acquired strengths in the network of an experienced brand promoter such as the Gemaco Group.

HEART AND SOUL

How much heart and soul had been invested by the organizers in the organization and implementation of the Promotion Days was felt from the outset. And the confidence of the “old” supplier partners and customers in a successful continuation of the Münster promotional product presentations was evident: many of the former Vierung companions had found their way into the event hall to convince themselves



A lively buzz of activity prevailed at the stands of the first Gemaco Promotion Day in Münster.



of the concept and the portfolio of the Gemaco branch in Westphalia. There were also many interested new customers who were animated by the ingenious two-part invitation to visit the Promotion Day. This first of all involved being made aware of the event date by means of "save-the-date" cards, and then being sent another wake-up call in the form of a Web key at the rear of a paper airplane (which referred to a specially designed website). Ultimately, there were almost 200 guests who were inspired by the new products of the exhibitors and the fulfilment solutions of the Gemaco team. The in-house event was accompanied by delicious catering. Exciting as well as promising talks turned this Gemaco Promotion Day into a lively, optimistic new start of remarkable promotional product events in the region.

www.gemaco-group.de

INTERVIEW WITH MARK-OLIVER SCHRADER

After a one-year break, the Promotion Days in Münster virtually experienced a "new start" under the umbrella of Gemaco Germany. What was your personal impression?

Personally, it was a moving affair to organize this new start. After all, for more than 17 years the Promotion Days had been a permanent fixture in the industry for customers and suppliers, a flagship and a successful marketing tool which you put your heart and soul into, something you feverishly looked forward to and whose success you relied on. The risk, however, was that many customers had meanwhile adopted a different orientation. This first Gemaco Promotion Days was thus also an indicator as to what extent we could build on our previous success.



What was the response of the visitors and exhibitors?

At first I was very impressed that almost all supplier partners I had spoken to immediately agreed to participate. Of the 33 exhibitors who participated, 90 per cent had been participants at the Vierung Promotion Days. This led to many reunions with the almost 200 customers who immediately felt "at home". I was naturally very pleased with this response. We were only slightly below the 450 to 500 visitors who had always come over the two days in the past. I am unaware of any criticisms – either from visitors or from exhibitors.

Were any particular (product) trends noticeable?

Power banks in various styles and sizes were very popular. Besides the classic products, customised notebooks, tea sticks, headphones and bluetooth loudspeakers drew our customers' attention.

Do you have any specific plans or ideas for the "new era" with Gemaco and will the Promotion Days continue?

Absolutely. I can now implement everything I've learned from my past experience in the industry even more effectively and internationally with Gemaco Germany and together with the Gemaco Group. The Münster Promotion Days 2015 will take place as early as next summer. In addition, we are also planning further events in other cities.





FRENCH PROMOTIONAL PRODUCT MARKET

THAT CERTAIN DIFFERENCE

Are promotional products obsolete? Not in the opinion of many French people. However, promotional products should be of a high quality. This is the result of a study commissioned by the French association of promotional product communications professionals this year. Here are the main findings of this study.

This was the second time that the French association of promotional product communications professionals (Fédération française des professionnels de la communication par l'objet, 2FPCO) had commissioned such a study. The opinion research institute Ginger interviewed 1,002

representative continental French people, aged 18 years or more, via an online questionnaire over a period of ten days. When asked about the most common and most popular promotional products as well as the importance of their quality, one in two French people (48 per cent of respond-

ents) answered that he or she had not received promotional products of high quality. And according to the study, high quality plays a major role. 78 per cent of the interviewees stated that they evaluate a company or brand as being good if the promotional product received is of a high quality. "The promotional product is a communication tool that evokes a special emotional connection to the relevant group of people. In a period of economic downturn, the selection of a good article and a corresponding quality in a brand communication plan has become even more important and requires the prior consultation of a specialist," says Patrick Lafon, Head of Communications at 2FPCO. It is striking that only 30 per cent of respondents feel prompted by a promotional product to buy a product or service of the company from which they have received the promotional product. The bottom line for Patrick Lafon is therefore: "The promotional product is an effective vector in the communication of a brand; therefore it is always important to promote the brand perception



by only distributing top-quality promotional products, i.e. products that are beautifully and solidly finished and still function even after prolonged use.”

DISCREPANCY BETWEEN COMMON AND POPULAR

The study also brought to light that a certain discrepancy exists between the most common and the most sought-after promotional products. The respondents noticed that coveted promotional products are not the items that are most generously distributed. According to the Ginger study, the two most popular product groups are electronic accessories and confectionery.

While four in five French people interviewed would like to receive a USB stick or chocolate, only two in five respondents confirmed that they actually received promotional products in these categories. In addition to electronic accessories and confectionery, tableware and decorations as well as textiles and bags are very popular. A good 90 per cent of the French target group surveyed are interested in promotional products from these product segments. However, just over one in two say they have received such promotional products. In contrast, 70 per cent of respondents said that they had already received

“goodies” or promotional products such as stationery, but did not want to receive this again in the future.

FRENCH PEOPLE LOVE USB STICKS AND CHOCOLATE

The study commissioned by 2FPCO not only revealed which promotional products are preferred by French people. It also made clear that there are gender differences in the preference of promotional products. While ladies preferred small electrical household appliances (81 per cent) and digital photo frames (73 per cent), gentlemen are particularly interested in car or computer accessories (69 per cent). Only USB sticks and chocolate suit the feminine and masculine tastes almost equally: 81 per cent of women and 74 per cent of men gladly accept promotional products made of chocolate. 79 per cent of French men and women enjoy receiving USB sticks. “All this information clearly shows us that the client can communicate flexibly and very directly with the relevant person via the promotional product. As in other areas of communication, the prior support and advice of a professional can prove be very useful when it comes to meeting consumer expectations,” says Patrick Lafon in his summary of the results of the study in respect of practical implementation. <

2FPCO AT A GLANCE

The French association of promotional product communication professionals was founded in 2004 and represents all companies which ultimately produce, market or distribute promotional products for the purpose of promoting the awareness and image of the products and services of the contracting customer of such advertising. The mission of the association is to improve the image of professional communication service providers in the field of promotional products, to represent the interests of the professionals in this industry in the economic, social and political environment and to continuously develop the expertise of its members. 2FPCO comprises 170 companies of all sizes. The President is Pascal Renard. More information is available at www.2fpc.com





MADE IN GERMANY

FRESH PROMOTIONAL PRODUCTS

An old slogan of the German food industry was: “Fresh on the table from Germany”. In a modified form, we would like to present fresh promotional products which underline their convincing quality properties through the label “Made in Germany”.

The term “Made in Germany” emerged at the end of the 19th century in Great Britain where the country of origin was originally introduced as a means of protection and delimitation against cheap imports in the course of industrialisation. The initially poor reputation of German products was followed by a quality offensive in Germany at the end of the century, whereby “Made in Germany” soon became a seal of approval. After the Second World War, it became a synonym of the German economic miracle. It became known worldwide due to the export success of the Federal Republic of Germany and in the course of globalization, and it remains today as proof of reliability and quality. However, the globalization of markets and companies was also a reason why German products originally contained more and more parts (for example, primary products or intermediate products) which are produced in other countries and then assembled in Germany to form the final product. The trend today, however, is heading towards the genuine “Made in Germany” based on the high German standards in research, design and quality assurance.



SIE SUCHEN DIE PASSENDE WERBEIDEE ?



-

Uriginality is increasingly becoming a selling point. The best proof of that is the continuing, unabated success story of Pustefix. Often copied but never matched in quality, the cult product with the seal of quality “Made in Germany” has been synonymous with blowing soap bubbles for more than six decades. The Pustefix brand triggers positive emotions in people of all ages. The advantage created by this appeal makes it easier to establish contact; it strengthens connections and has a lasting effect – especially when Pustefix is used as a marketing instrument. It is good to know that advertisers have a strong partner at their side in the success team in Tübingen. Great game variations, diverse printing and customization options, individual service, short delivery times and an attractive price-performance ratio make the brand quality “Made in Germany” a real trendsetter.

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info@eichner-org.de • www.eichner-org.de



TREND MATERIAL FELT

Bühring focusses on felt bags made from wool felt complying with Oeko-Tex Standard 100 – Made in Germany. The pocket envelope designed by Manfred Makedonski, for example, can be used as a college bag or, thanks to the soft yet sturdy and well cushioned wool felt, as a notebook bag. The production is project-based, whereby individual modification requests can be considered. Silk screen transfer, a woven label or stick is recommended as an imprint on wool felt. The format of the envelope is about 35 x 26 centimetres.

40807 • Bühring • Tel +49 4154 795400
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SUNBURN? NO THANKS!

Winter sports are all the more fun when one doesn't need to worry about sun protection. The sun lotion from the company Kundenpflege Wellness & Care protects the skin during sports and leisure activities with special skin care ingredients (SPF 15 or SPF 30). The formula prevents moisture loss and sun damage. Two tube sizes are available to choose from: 50 and 20 millimetres. Advertising is applied upon request using pad printing.

46887 • Kundenpflege Wellness & Care GmbH & Co. KG • Tel +49 6541 812950 info@kunden-pflege.de • www.kunden-pflege.de

DELICIOUS DROPS

Who hasn't tried them – the small, round, multicoloured chocolate drops? But Kalfany Süße Werbung can also enhance the colourful treats with a logo, promotional message or picture according to the customer's preference. The My M&M's metal box, weighing approx. 20 grams and 50 x 17 millimetres in size, can be filled with drops in up to three different colours – not an easy choice given the 16 different colours on offer. The tin itself can also be adorned with a promotional message.

42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 8010 vertrieb@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de



SAFELY TO YOUR DESTINATION

Whether it be as a snap band with metal spring or only as a snap band, the reflective bands from MBW are ideal for personal protective equipment in road transport. Pedestrians, joggers and cyclists are clearly visible with the aid of Reflexite materials in twilight and darkness. The reflective bands impress with their high reflectance values and a firm comfortable fit. In the case of promotional labelling using the Shadow Line method, the entire reflection surface is maintained. A special version for even more individuality is the contour snap band.

42020 • mbw Vertriebsges. mbH • Tel +49 4606 94020 info@mbw.sh • www.mbw.sh



CUP WITH HIGH POTENTIAL

Those who are searching for a long-lasting promotional product, that's also guaranteed to impress, should take a look at the current catalogue from elasto form KG. They are sure to find the right item, such as the Promo drinking cup, which is not only practical but also makes an ideal promotional tool. Because it features a special highlight. An insert, which can be designed in up to four colours, can be integrated between the two walls of the cup. A promotional message thus stays in constant view, as the insert cannot be subsequently removed.

41369 • elasto form KG • Tel +49 9661 8900
mail@elasto-form.de • www.elasto-form.de

The Winter Collection



P.COLLECTION

F. Pecher GmbH | Fabrik für Schreibgeräte
info@pcollection.de | www.pcollection.de
Fon: ++49 52 22/94 20 0 | Fax: ++49 52 22/94 20 22



EFFECTIVE PROTECTION

Modern chip cards use radio frequency technology – as do modern thieves. They read the personal data stored on credit or bank cards in a flash from several metres away, without being noticed at all. The Troika Card Saver easily prevents this. The protective case with TÜV-tested Cryptalloy technology “Made in Germany” offers NFC and RFID shielding using a wafer thin high-tech foil. Advertising is applied on the back of the black case.

46311 • Troika Germany GmbH • Tel +49 2662 95110
d.roether@troika.de • www.troika.org

JEWELLERY OR DIY TOOL?

This question is inevitable when one first sees the screwdriving tools from Wera that come supplied in fine packaging. Nine screwdriver bits, elegantly lined up, encourage the recipient to put them to immediate use. With this tool set, Wera not only solves any screwdriving problem with unbelievable robustness, but with this design of product and packaging, Wera also evokes a warm feeling in the hearts of recipients. The packaging can be printed with a customer logo for orders starting at 100 units.

48078 • Wera Werk • Tel +49 202 4045144
matuschek@wera.de • www.wera.de



SECURE HOLD

The super drawing pins from Laurel hold calendars, posters, pictures, photos, maps, drawings and plans securely on any wall. The thick, non-slip cap of the drawing pins means they can easily be pushed in and removed again later. The bright colours make it easier to highlight important dates. The special drawing pins are available in four different sizes (14, 20, 30 and 40 mm) and in 13 different colours. All can be printed individually and are therefore perfect as an advertising medium. In addition, the products can also be packaged.

47953 • Laurel Klammer GmbH • Tel +49 711 3698580
info@laurel-klammern.de • www.laurel-klammern.de

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A GREEN APPEARANCE

The calendar printer Eckenfelder is a long-standing, family-run company which has been producing calendars in Germany for over 45 years. The specialist relies exclusively on the know-how of German manufacturers for its machinery. Despite all the electronic alternatives currently available, Eckenfelder still recommends using printed calendars because sometimes they are simply more practical. What is more, they are indispensable and when used as a promotional product, they simply cannot be beaten. The new Green line includes best-selling three- and four-month calendars which have both been given a new, unostentatious design in green for the holidays. Green is currently a very trendy colour and is increasingly being used in logos or as a corporate design colour because people make a wide spectrum of positive associations with this colour.

41430 • Eckenfelder GmbH & Co. KG • Tel +49 36920 8410

info@eckenfelder.de • www.eckenfelder.de



DELICATE PATTERNS

Besides classic screen printing on the side surfaces of memo cubes and memo holders, Marbo-Werbung also specializes in digital printing. A special manufacturing plant has been constructed for its implementation. Marbo is thus now in a position to transfer coloured image motifs in 4c Euroscale and images with the finest of gradients to the memo pad and the plastic memo holder. In this way, full bleed images and continuous images around the side surfaces can be favourably achieved. The initial cost is extremely low compared to other printing techniques, Marbo states.

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1828

It Jung Bonbonfabrik GmbH & Co. KG, one of the most tradition-rich sweets manufacturers in Germany, promoting companies still obtain genuine “Made in Germany” quality products. Genuine nostalgia sweets, for example, such as raspberries or cherry hearts, are beloved and coveted by young and old. Scatter your promotional message or giveaway with these delicious sweets and be assured of lots of attention and optimum appeal. The sweets can be optionally delivered in white tins, which the promoter can custom-design via digital printing. Once all their contents have been consumed, these tins are frequently recycled as containers for all conceivable things. This way, the tin then continues to deliver enduring, continuous promotion. Samples and more information are available on request.

41545 • Jung Bonbonfabrik GmbH & Co KG • Tel +49 7042 9070
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CUSTOMISED PROMOTIONAL CDS

Hermann Media designs promotional CDs not simply by affixing a logo, but by means of an impressive combination of audio and vision in particular. Due to the large promotional surface of the cover and the customised promotional trailer spoken by a well-known dubbing artist according to the customer's wishes, the promotional message stays in the memory not only in the short term, but the ear takes it in again every time the CD is heard. When it comes to choosing an item, Hermann Media has hundreds of audiobooks and audio plays from the company's publishing range to fall back on. More information is available directly from Hermann Media or at PSI 2015, Hall 12 Stand L49.

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INNOVATIVE AND INSPIRING

PLUS has made it its mission to improve everyday life at the desk through innovation, ergonomic design and excellent quality. The wow effect should immediately occur when used for the first time. However, nobody expected it to be as easy as with the ST-010V flat-clinch stapler the size of a credit card. Through the power-assisted stapling mechanism, stapling is effortless. All products from PLUS are constructed according to this principle. They should be fun, the user should be immediately satisfied and convinced of the quality. Whether it is a pair of scissors, a glue roller, a staple-free stapler, correction tape or a decorative item, PLUS wants to be unique, innovative and inspiring.

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For more than 75 years, the calendar manufacturer terminic has been offering the highest levels of expertise when it comes to calendars. With 70 employees, the company based in Bremen is among the leading European calendar manufacturers. All terminic products are practical, as they make daily tasks easier – and at the same time serve as effective communicators of promotional statements. After all, calendars are used every day, keeping the advertising in constant view. The portfolio of terminic now comprises more than 20 models with calendars in over 30 languages. These include three-, four-, five- or even six-month overviews, landscape desk calendars, table stands or poster calendars. Manufacturing is exclusively carried out in Bremen. The producers are particularly proud of the certification according to ISO 12647 Process Standard Offset printing which is a type of seal of quality for especially exquisite cardboard printing. As the first exclusive manufacturer of calendars, terminic only uses FSC-certified paper and cardboard from sustainable forestry.

41308 • terminic GmbH • Tel +49 421 871450

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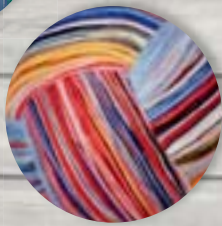
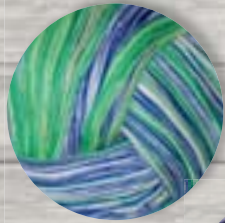
SUPER SHARP – SUPER SAFE

The Solingen company Martor has systematically expanded its product range and now offer three cutters. The new products Secumax 363, Secumax 564 and Secumax 565 especially stand out due to their finger-friendly special cut, and this means: The cutting edges are straight and not bevelled. Despite this, cardboard, paper, foils, fabrics, cords and straps can easily be cut without the risk of self-injury. Stability and ergonomics are also among the overriding product features. The handles of the useful helpers are made from sturdy, fibreglass-reinforced plastic and the cutting edges are made of stainless steel. The soft grip ensures that the cutters are slip-proof and lie comfortably in the hand.

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47463 • Francos GmbH • Tel +49 2521 8255112
info@francos-gmbh.de • www.francos-gmbh.de



MORE CONVENIENT

With its Gigaset A415A and Gigaset SL910A phones, Lehoff GmbH offers two devices which makes every telephone call a real pleasure. The Gigaset SL910, for example, is the first home telephone with an intuitive full touch user interface on a generous 3.2 inch touchscreen. An elegant handset frame, a charging unit made of metal and cutting-edge technology gives this touch screen phone a stylish brilliance and ensures practical finger-tip handling. As is the case with the Gigaset A415A, an answering machine is of course integrated. This phone can be used in single, duo or trio operation and is especially suitable for beginners thanks to the very good price-performance ratio. Further technical details can be found on the supplier's website.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 5296070
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SUSTAINABILITY AS AN ARGUMENT

As a long-lasting promotional product, both books and booklets are sustainable alternatives to simple give-aways because they are long-lasting, people like picking them up, and they keep an advertising message in people's memory for a long time to come. The Dorling Kindersley publishing house sells high-quality books which can be upgraded with a customer logo or completely tailor-made according to a customer's needs; these books are not only intrinsically sustainable promotional products, they also put sustainable ideas into practice during the production process as well. For example, the publisher works together with FSC-certified printers when producing special editions and is also vigilant about using paper that comes from environmentally-friendly timber. Moreover, the publisher has the publications printed in Germany.

48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326220
oliver.rehme@dk-germany.de • www.dorlingkindersley.de



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FRUIT GUMS FOR THE HOLIDAY SEASON

Wow! Is that a small Christmas tree? Is that a sleigh or ginger bread? And are those Christmas bells? Those things are, of course, the tasty Christmas fruit gums from Kalfany Süße Werbung, which are sure to bring fruity greetings to any office! The fruit gums that come in standard Christmas shapes are made out of fruit juice concentrate, natural aromas and colouring from plant extracts; they are a special mix of holiday colours and flavours. This promotional product is an ideal present to give any customer because these sweets come in transparent or white sachets which can have a message, an image and/or a customer logo placed on them. Kalfany Süße Werbung makes the fruit gums, which weigh a total of 10 grams, in an IFS-certified production plant and packages them in individually designed sachets which are 85 x 60 millimetres in size.

42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 8010

vertrieb@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de



PLEASANT TOKEN OF THANKS

Anyone wanting to thank their staff for their commitment, for example, in a stylish way with a soothing bath, which ancient rulers are said to have undertaken long journeys for, should take a look at the range of i.p.a. cosmetics. Here you can find a bath additive with salt from the Dead Sea. Whether the high salt concentration and the minerals of the “white gold” actually promote health or not – a bath in these bath salts certainly promises relaxation, well-being and the regeneration of mind and body. A pleasant and appreciative way to say thank you. Approximately 18 grams of bath salts from the Dead Sea are contained in a test tube made of plastic. The tube in turn fits perfectly into an attractive cover card with four-colour printing.

42567 • i.p.a. cosmetics • Tel +49 2521 83000

info@i-p-a.de • www.ipacosmetics.de



COOL INNOVATION

Perfect cooling and stylish serving – the new Flow Slim series by Emsa combines these features with elegant design and innovative functions. The series includes a cooling carafe, bottle cooler and ice cube dish. The carafe and bottle cooler are equipped with a special cooling element, which keeps drinks at a refreshing temperature for up to four hours. For customers searching for a stylish present: all of the new Flow Slim products are offered in high-quality gift packaging.

42692 • Emsa GmbH • Tel +49 2572 13218

werbeartikel@emsa.de • www.emsa.de





BASED ON TRADITION

In the year 2012, the company Eurostyle Emil Kreher GmbH & Co. KG made a decision to produce its products in Germany again; the company's intention was to fuse tradition and craftsmanship skills together again in order to meet its customers' highest quality demands. All of the products made in Germany are made by hand from German and European raw materials and are made with great attention to detail. Eurostyle kept most of the machines used in the 1990s and continued to employ most of the trained skilled workers. As a result, it was possible to move the production department back to the company's main facilities in Germany relatively quickly. The "Made in Germany" products include a large assortment of smartphone and iPad cases, key chains and wallets. Writing cases and office accessories round off the company's product line. EUROSTYLE continues to be a specialist for custom-made products. Customers' wishes can be optimally realised by having the production site in Germany. Now there are no limits when it comes to special colours, models or materials.

41857 • Eurostyle-Emil Kreher GmbH & Co. KG • Tel +49 921 789520

info@eurostyle.eu • www.eurostyle.eu



QUICKLY TREATED

Whenever minor mishaps happen and grazes, cuts or stings need to be treated, the plaster sets from Spranz ought always to be within reach. Particularly practical is the set for your wallet. It is always at hand, while being protected from dirt and environmental influences. It naturally contains high-quality German plasters and is ideal for POS and mailing campaigns, as well as being excellent value for money. The same applies to the thanxx plaster pack, the handy utensil for little accidents while out and about. This is a small case containing six sealed Hartmann plasters in three sizes, "Made in Germany".

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LIGHTWEIGHT

With the handy and compact mini cable reel from the company Brennenstuhl, all electrical devices can be quickly connected to the mains. It weighs just two kilograms, which makes the reel the lightweight among all of the other similar products on the market. The fifteen metre cable will supply all of your devices with electricity quickly and easily. All of the electrical sockets are equipped with socket protectors for children. According to the supplier, the devices are guaranteed "Made in Germany". Special finishing options are available upon request.

41141 • Hugo Brennenstuhl GmbH & Co. KG • Tel +49 7071 8801171
werbemittel@brennenstuhl.de • www.brennenstuhl.com



TAILOR-MADE

Ties, scarves and shawls crown the elegant appearance of any employee. And for more than 40 years Club Crawatte Crefeld produces these fine "Made in Germany" accessories. The company specializes in textile products for the promotional product market and offers special customized items in corporate design with individualized ties, scarves and shawls. The production of the long-established company is mainly in Krefeld in one of the most modern Jacquard weaving mills in Europe. With the company's own design studio and innovative finishing techniques, such as jacquard weaving, textile printing and embroidery, individual concepts are masterfully implemented with loving attention to detail.

43606 • Club Crawatte Crefeld • Tel +49 2151 7812990
service@club-crawatte.de • www.club-crawatte.de

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Halle 9

Session by Impression Tour 2015

- 26.01. Wien, Austria Trend Hotel Park Palace
- 27.01. Nürnberg Poolhouse, Rollnerstraße 107
- 28.01. Das Refugium, Quellenstraße 7
- 29.01. Mainz, Atrium Hotel
- 02.03. Oberhausen Kesselhaus, Hansa Straße 20
- 03.02. Hamburg, Penthouse Elb-Panorama
- 04.02. Berlin, Palais der Kulturbrauerei
- 05.02. Leipzig, Parkschlösschen im AGRA Park





BRILLIANT BALLOONS

The company Sachsenballon has announced a world premiere: brightly shining, flashing LED latex balloons with on/off switch, made in Germany. In contrast to all other products of this kind, the “Sachsen” balloon is only manufactured after the order is placed, which means that all dispatched products are “fresh”. What’s more, the illumination function can be operated using an on/off switch, a further advantage compared to balloons from the Far East. The functions are as follows: constant light, quick flashing, slow flashing. The products can be printed with customers’ own designs for orders starting at 50 pieces.

43307 • Sachsenballon Produktions-GmbH • Tel +49 3763 15265
info@sachsenballon.de • www.sachsenballon.de



ENERGY OUT OF THE BAG

The Brain-Power Kerne from I.P.A. Sweets, a pure natural product without additives, provide the body with magnesium and vitamin E and thus promote concentration and performance. The gently roasted, delicious pumpkin seeds are refined with sea salt and are also suitable for diabetics. The nibble bag contains about 100 grams of seeds and fits into any trouser pocket or jacket pocket. The label on the front can be customized using four-colour digital printing. The smaller Ration Power is available in a 10 gram bag.

45893 • i.p.a. Sweets GmbH • Tel +49 4242 961200
info@ipasweets.de • www.ipasweets.de

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FLUFFY PROMOTIONAL GREETINGS

At the company Steiner, promotional animals and figures of all sizes with distinct branding are produced according to the customer's individual requests. For each small promotional medium, matching large figures for decoration can additionally be realized, sometimes taking on giant proportions. Since Steiner also manufactures in Germany, the cuddly items can, of course, be produced in small and large quantities at very short notice.

44393 • Steiner GmbH Spielwarenfabrik • Tel +49 36253 488675
info@steiner-pluesch.de • www.steiner-pluesch.de



IT TASTES LIKE AT THE CHRISTMAS MARKET

You can't get a small piece of Christmas individually wrapped in a company CI? Do you miss the traditional tastes of the Christmas market? If you answered yes to either of these questions, then Kalfany Süße Werbung has exactly the right product for you: the individually wrapped Christmas hard sweets with a baked apple or hot spiced wine flavour. These treats will celebrate the aromas of the Christmas season in everyone's mouth. The hard sweets, which weigh about five grams, are packaged in a self-designed, metallic foil that the customer can personally select: they can be wrapped or packed in a flow pack. These hard candies will make a well-rounded impression in any packaging and are quite simply a Christmas "must" when it comes to give-away products.

42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 8010
vertrieb@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de



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Tarper Str. 2 | 24997 Wanderup
www.mbw.sh



Numerous models have innovative features.
Shown here: The 180SC helicopter with integrated camera.

XCITERC MODELLBAU

MODELS FOR PROMOTION

The heart of XciteRC beats for remote-controlled racing cars, buggies, helicopters, boats and more recently, quadcopters. Attaching cameras to these aircraft in order to take stunning aerial photographs is the current mega trend. The high-quality models of XciteRC open up interesting opportunities for advertising companies to stand out from the crowd and offer their customers real added value.

XciteRC would like to become an indispensable player in the toy market in the next few years. The company intends to achieve this by offering a wide range of products – beginner friendly on the one

hand, and professional features and technical innovations on the other. But this is not the only reason why the company hopes to gain enthusiastic and loyal customers. “We also offer a wide range of accesso-

ries and spare parts, thus ensuring that the durability and customizability of our products are always guaranteed. We focus on prompt service and supply spare parts within 24 hours,” reports Werner Bergbauer, Managing Director of XciteRC. “The vivid descriptions of the models in our online store show customers that we know our models inside out. After all, we are all avid model-makers ourselves. “This can be seen in many decisions of the Göppingen company. For beginners, who usually start their driving career with remote-controlled cars, a ramp and pylons, for example, are also supplied with the reasonably priced High-Speed Race Buggy so the user can start immediately.

MODELS ARE IN VOGUE

In addition to the entry-level sector and models for competition drivers, XciteRC is ideally positioned in the growing quadcopter market. Beginners enjoy the inexpensive, easy-to-operate models whilst innovative products such as the Quadcopter Rocket 400 GPS meet the demands of



Quick, inexpensive, easy to operate:
The High-Speed Race Buggy is fun.



Flight tricks at your fingertips: the easy-to-operate Quadcopter Rocket 65XS 3D is an ideal advertising vehicle.



From left to right: The managing directors Werner Bergbauer, Gunther Mürdter, Markus Fost: years of experience in the field of model making.



Quadcopter Rocket 400 GPS: professional quadcopter supplied with bracket for action cams.

ambitious moviemakers: High-quality cameras for taking aerial photographs can be mounted on the underside of this professional model and with the press of a button the model with GPS support can fly back to the starting point. On video portals, the number of videos recorded from a bird's-eye view by using quadcopters is continuously increasing: It is impressive to float above the crater of a volcano nearing eruption or to experience the Niagara Falls at close range.

QUALITY PAYS OFF

It was the fascination for models and the desire to sustainably change the industry which led to the founding of XciteRC in 2013. "We are successively expanding our range in the professional field and we intend to build a global reputation for ourselves with our high-quality models," says Gunther Mürdter, also Managing Director, when describing the long-term goal of the medium-sized company. Our promotional products are already successful – many large customers already choose XciteRC

models. The duo Mürdter and Bergbauer previously worked for Germany's market leader in model-making before XciteRC was founded. Among other things, they were responsible for promotional products and are now putting their acquired knowledge to use in their own company: "If desired, we implement every detail when designing models in corporate designs. Of course, this also applies to the packaging. This results in products that people can imagine their employees and customers would like to have."

CARS AND QUADROPTERS AS ADVERTISING MEDIUMS

XciteRC was represented at the PSI Trade Show 2014 in Düsseldorf with a stand where an interested public could experience cars, helicopters and quadcopters on a dedicated circuit and a helicopter hangar live. The Göppingen company will also be exhibiting there next year and pointing out the many opportunities to use remote-controlled models as an advertising medium. Just like the other two managing direc-

tors, Mark Fost is also convinced: "A company that recognizes current trends and wants to express this on promotional products should focus, for example, on our quadcopter. Advertising in corporate design on cars and model aircraft immediately catches your eye: Anyone whose logo is emblazoned on a quadcopter can effectively showcase his company during loops and other manoeuvres." High-quality models combined with a variety of options for customisation – XciteRC Modellbau is not only making modellers an attractive and promising offer but also advertising companies. <

CONTACT:

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vertrieb@xciterc.de
www.XciteRC.com



Nearly 300 people celebrated an extensive inauguration party with great live music at the new plant in the Czech Republic.

MAHLWERCK IN THE CZECH REPUBLIC

NEW PRODUCTION FACILITY IS OPENED

The promotional ceramic specialist Mahlwerck Porzellan from the Bavarian town of Kolbenmoor has opened a new production site in Teplice, Czech Republic. The company is responding to the increased demand for high-quality porcelain products in the promotion area.

Refined mugs and cups from Mahlwerck Porzellan are very popular among well-known brands and discerning companies. Products from the company Mahlwerck Porzellan are so popular that an increase in the production capacity was absolutely necessary. "After moving into new pro-

duction halls with 5000 square metres, the conditions are perfect to offer custom printing and coloured glaze on porcelain faster and more flexibly," says Mahlwerck owner and managing director Tobias Köckert about the new location. The completely new, modern premises on the outskirts of

Teplice were adapted specifically to the production process.

EFFICIENT WORKING METHODS

The aim was not only to further improve the quality of production but also to process large orders more quickly and efficiently. "Many steps still have to be performed when refining porcelain by hand. Efficiency therefore determines the equipment in the new factory," explains Köckert and describes the working methods and conditions in the Teplice plant: "We work with job rotation: Almost every employee is trained to perform different tasks depending on the demand and workload. The new spray robot increases the capacity for glazes to 1,000 units per shift. Thus, approx. 2,000 Mahlwerck engravings can be handmade at the new workplaces each shift: extra deep engraved with clean edges. In addition, the new continuous furnace enables 5,000 cups and mugs to be fired with a temperature of up to 1,250 degrees Celsius each shift - for ornaments, hydroglaze and inglaze." In the Czech Republic, the



Managing Director Tobias Köckert (left) showed the inauguration guests around the new facility.



Attentive guests.



The new Mahlwerck production facility in Teplice.



The new warehouse.

official requirements for newly constructed corporate buildings and plants are particularly high. According to Mahlwerck, the entire production line in the new building is so environmentally friendly that they immediately obtained all necessary permits for continuous operation.

QUALITY AND PUNCTUAL PRODUCTION

“We are really looking forward to finally creating the ideal conditions for a perfectly smooth running production in our factory and to be able to implement all the process steps according to our concept,” adds Köckert. “Quality and punctual production are of paramount importance. Under these conditions, we have even managed to double our production,” adds his business partner Heike Hampel-Rudolph.

SEAMLESS RELOCATION

We even managed to implement the Mahlwerck motto “fast and flexible” when relocating to the new production halls. The ‘inauguration’ is now taking place in peace and quiet. The current seventy employees

actually moved to their new workplace in summer without a hitch. In September the big day arrived: All workers and suppliers as well as their families were invited to the official opening. Almost 300 people accepted the invitation and celebrated a lavish inauguration party with great live music. “It’s great to have everyone here today; the wait was worth it,” says Tobias Köckert, as part of his short speech in which he thanked the employees for their many years of loyal service. After all, there have virtually been no fluctuations in the Mahlwerck production for years. Interesting discussions and a collaborative, lively atmosphere with colleagues from Germany and the Czech Republic made the evening into an unforgettable experience. Mahlwerck gladly devotes its time to cater to the individual needs of its customers and partners: The personal factory visits in small groups with a small supporting programme will be continued in the coming weeks. More information is available at: www.mahlwerck.de <



Quality and punctual production are paramount.



KARL KNAUER KG

CREATIVE AND WELL PACKAGED

Packaging, promotional products and gift packaging. These are the three cornerstones of Karl Knauer KG. Innovation is the order of the day. Whether it be printed electronics on packaging or a new long-lasting adhesive for promotional notes – the development department of the family-run company ensures a regular supply of new products and surprises.

Being “impressively different” is the company’s own claim. And it has been for more than 75 years. Karl Knauer, the founder of the company, started the packaging success story in 1938 in Biberach, Baden, where the company is headquartered today. “The commitment to the region is an integral part of our corporate philosophy,” explains Managing Director Richard Kammerer. This self-conception

is also reflected in the social commitment which the company shows in the region. A day care centre called the “Fliegerkiste”, a foundation and especially the long-term commitment to the town of Biberach are in the spirit intended by the founder. “Responsibility for our customers and suppliers, for our employees and for the region, is what Karl Knauer always lived, long before sustainability became a buzzword,”

says Richard Kammerer. The fact that people are at the focus of Karl Knauer KG is proven not least through the company’s comprehensive range of offerings for its employees, such as health days, sports groups, vocational training courses, over 15 apprenticeships and study courses. The reward for this commitment: The company was named the vocational training company of the year and was honoured with the Druck&Medien Awards 2012.

PACKAGING WITH THAT CERTAIN SOMETHING

The portfolio of Karl Knauer KG is broad and ranges from health care to beverages, from agricultural products and chemical products to consumer products and cosmetics. The company offers packaging solutions for almost all industries and their products. And so appealingly that the packaging expert has already received numerous awards in the field of packaging, including the German Packaging Award, the reddot Design Award and a Lion in Cannes. Together with their customers, the professionals at Karl Knauer KG develop sophisticated packaging – from the classical protective function through to strong brand presentation with top quality finishings. Nevertheless, Karl Knauer KG does not wish



The latest development of the company Karl Knauer: the sticky notes PowerStikkies with a very good durable adhesive strength. The company developed the adhesive itself.

to concentrate purely on packaging. In addition, it designs and builds packing machines for several customers and offers high-tech solutions for product and brand protection.

PROMOTIONAL NOTES THAT WILL BE LONG REMEMBERED

The company Karl Knauer KG focuses on the systematic development of new approaches for sticky notes, note pads and all types of memo boxes. "We always pursue new ways: Together we aspire to develop product solutions that are always somewhat more unusual, tailor-made and innovative than expected," says Helmut Moser, Head of Promotional Product Sales and Marketing at Karl Knauer, about the company's urge to innovate. "Promotional notes must be long remembered. Therefore, we offer creative solutions which prevent the respective advertising message from getting lost," explains Helmut Moser. "PowerStikkies, our latest development, are sticky notes with a very good durable adhesive strength. "The company developed the adhesive itself and has had the strong and prolonged adhesion of the note pad verified through numerous tests. But also the note sculpture, a twisted memo box, is a real eye-catcher and promises



The company Karl Knauer develops and produces innovative and sustainably successful packaging.



Karl Knauer: In 1938, he founded the company as a cardboard box factory – paper conversion in Biberach, Germany.

long-lasting advertising success on the desk. The company offers its customers both special designs and customizable standard solutions.

PRESENTS PERFECTLY PACKED

With a variety of techniques, the company designs, finishes and manufactures a huge selection of all kinds of packaging and, in their own words, is the market leader for gift packaging. According to the company, their gift packaging catalogue published each year in autumn serves as a trend indicator for the coming season in the industry; in addition to the classic range, it always contains "a unique selection of new gift packaging products".

SUSTAINABILITY IS LIVED PHILOSOPHY

All products of Karl Knauer KG are made from cardboard, corrugated cardboard or paper. If desired, other materials such as plastic can be used. The company relies on the principle of sustainability. As early as 1995, Karl Knauer KG was issued with the first certifications. Numerous confirmations in the areas of quality, environment and hygiene followed. The certificates range from DIN EN ISO 9001, 14001 and 22000 to CO₂-neutral production of products according to the climate initiative of the print and media associations. As a member of the Forest Stewardship Council (FSC), the company also advocates sustainable forest management. The programme supports the expansion of ecologically advantageous and exemplary forest management. And that is of particular concern to Karl Knauer KG because with their corporate roots in the Black Forest, the company has always had a strong responsibility for nature and people. <



The 2,400 square metre logistics centre.

DUPONT & WARIMEX

FANTASTIC ADVERTISING

Cookware need not be black or silver. In addition to bright colours, it is even possible to place motifs or logos on an unexpected place on pots and pans: In collaboration with WARIMEX GmbH, the scientific company DuPont de Nemours has developed colours and a method that turn common utensils into charming brand ambassadors.

P RINT&COOK was developed in collaboration with the company WARIMEX: the cookware that combines innovation and quality with originality and makes prestige objects with individual labelling out of cookware. It allows customers to upgrade their cookware range with a custom design, a company logo, a clever advertising slogan or a stunning visu-

al effect. A special award-winning printing process now allows single- or multi-coloured designs to be permanently incorporated in the coating of cookware. Whether it be usage symbols or lettering, large-scale patterns or subtle visual accents, the design possibilities are limitless, for example, with individual laser engraving on a pan. This allows customers



Michael (right) and Tobias Schmiederer, managing directors of WARIMEX: "We offer our trading partners one of the world's largest selection of brands in the area of high-quality cookware as well as a fast and ultra-modern fulfilment service."

to focus on their target group with "addressed" pans featuring an absolute added value.

28 REGISTERED BRANDS

Over 20 years ago, Michael Schmiederer took over the company WARIMEX. What began as a one-man show is today a successful, internationally operating family-run company with more than 60 employees with headquarters in Neuried in South Baden. Among the 28 registered trademarks in the area of household goods are also the world-renowned cookware series brands STONELINE and STONE and form the umbrella brand for over 1,500 different products in various forms and in ever newer contemporary colours.

DIVERSE SERVICES

The products are sold in 80 countries worldwide. Despite its global focus, the company is firmly rooted in the region of South Baden. A 2,400 square metre logistics centre was also opened on the 35,000 square metre company premises in the summer of 2012. The company WARIMEX can therefore offer its trading partners numerous services such as warehousing, fulfilment and drop-shipping solutions (including EDI). PSI members are invited to get to know the new products of the company at the PSI 2015 in Hall 11, stand G 37.

Contact: www.warimex.de





Produktions+Vertriebs GmbH

A collage of various outdoor and safety gear items, including a dog, a backpack, a bicycle, a person in a safety vest, and various bags and equipment.

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**WOLFGANG SCHMIDT**

WITH HEART AND PASSION

For over 30 years, Wolfgang Schmidt has been at home in the promotional product industry. He knows the industry from all angles: As an employee, partner and owner of companies as well as an association functionary. He operates his business with promotional products skillfully and with passion, but his heart belongs just as much to sport and his books. This perfect balance gives him a laid-back manner and zest for life – and success.

He looks calm, relaxed and satisfied. Easy-going, laid-back and always with a twinkle in his eye, Wolfgang Schmidt tells us about his way from a young globetrotter to an entrepreneur. As the owner of the plastics manufacturer Promowolsch, he has been supplying the promotional product market with useful and clever plastic products for lots of applications since 1997.

OUT INTO THE WIDE WORLD

His career began after school, initially as a commercial trainee. Then he was overcome by the urge to experience freedom and adventure, before he started thinking seriously about a working life. So he grabbed

his rucksack and hitchhiked around the world for some time. With a wealth of adventures and experiences, he returned to Geseke in 1976 and threw himself into his work. At that time, he realized for the first time how much he loved his Westphalian homeland that he was later never to leave for a long time. He soon took over the management of the accounting department and later the management of a company not related to the industry.

REMAINED TRUE TO PLASTICS

An ad in the local newspaper in 1981 was what drew Wolfgang Schmidt's attention to Plastolan, a company founded in 1977 by Klaus Langenbach from Lippstadt. The

company had made a name for itself as a creative promotional product manufacturer and was searching for personnel to underpin its expansion strategy. Schmidt was immediately drawn to this opportunity and accepted a position in human resources and accounting. Things were soon looking up: As an authorized officer, he ran the operational business until 1988 and became a partner in 1989. It was not until 1997 that he left Plastolan to once again try something new. He had momentarily thought about switching to the distributor side, but then remained true to plastics processing: He knew the ropes and was able to draw on his wealth of experience.

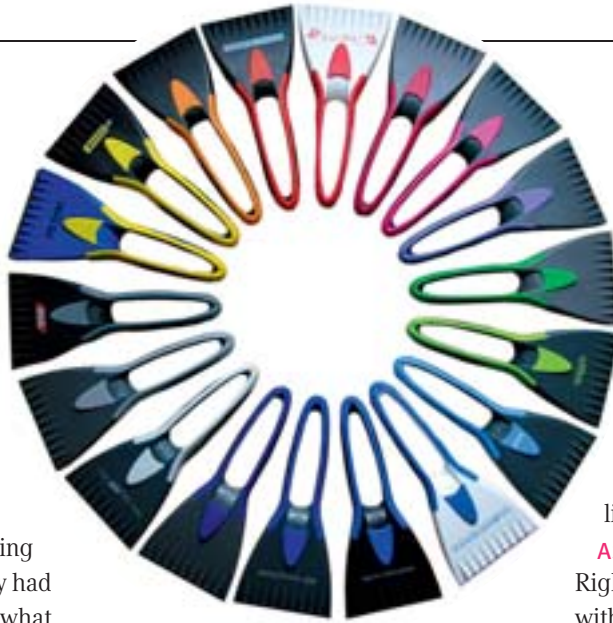
But he was not planning to invest large sums of money into a company headquarters with its own machinery and then to be at the mercy of the banks. No, he wanted to build a manageable, flexible company that specializes in the production of high-quality plastic products for the advertising and sales promotion sector.

OUTSOURCING OF PRODUCTION

He was still in the process of developing different scenarios when he suddenly had an idea that made it possible to do what he wanted without having to do what he did not want. This idea was the current business model of Promowolsch: The company focuses on product development and has the corresponding tools produced by others. Injection moulding is carried out by partner companies. Consequently, the products and the tools are the actual assets of the company. Schmidt took about a year to realise this idea. Acting wisely, he took advantage of all the resources and connections that could help him further. For example, he revived an old contact to a professor of the Iserlohn University of Applied Science, which introduced tooling as a project in his department. The first 12 tools were created in this way. Even with the choice of the first manufacturer, a Czech company founded by a German engineer, luck and chance played a significant role. Once a small product range had been developed, he began selling and he soon enjoyed his first tastes of success. Since then, approximately five new tools have been built each year and the product range is continually being expanded.

RESPONSIBLE PRODUCTION

The product portfolio includes the giveaway sector including, for example, frisbees, ice scrapers, bottle openers, fly swatters, rulers, pencil sharpeners, memo holders, money trays, shoe-horns, clipboards, cups, ashtrays and parking discs. In other words, useful things that you can certainly use in everyday life and that are therefore welcome promotional products. The entire range is



manufactured in Europe, primarily in Germany. Wolfgang Schmidt has had very good experience with Südpfalzwerkstatt, a company that integrates people with disabilities. An essential part of the production is performed there with modern plastic injection moulding machines, extremely reliably and according to the common standards. "The integration of such facilities in manufacturing processes is a great way for entrepreneurs to promote meaningful projects that bring benefits to everyone involved." In this respect, we fully agree with Schmidt.

QUALITY AT A CONVINCING PRICE

Distribution lies in the hands of Promowolsch, which has secured the exclusive distribution rights for several products. Products are distributed exclusively through qualified promotional product consultants Europe-wide. "The trade is a powerful partner that is indispensable for us. So we do everything possible to support it," says Schmidt. The concept of outsourcing production has worked outstandingly from the beginning. It was the right decision to ensure that the company remains lean and

agile and, ultimately, the customer benefits from this: Cost savings and a quality advantage over Asian products through professional production conditions with short and reliable delivery times - all at budget-friendly prices. Promotional labelling also calls for flexibility: Goods can be supplied raw or individualized. Printing is performed by established partners in the region.

ASSOCIATION WORK OVER DECADES

Right at the beginning of his involvement with promotional products, Wolfgang Schmidt recognized how important association work is for the industry and he became involved in the supplier organizations at an early stage. Among other things, he was a founding board member of the Industry Association of Promotional Products (IWM) and board member of the Working Group of Supplier Partners (ALP), both precursor organizations of today's BWL. His membership in BWL originated from these many years of collaboration. Thanks to his entrepreneurial independence and personal responsibility, he can contribute intensively to the association's work and he values this privilege and enjoys it very much: "I always look forward to the meetings and I am proud of the progress made in recent years." What does he see as being the most important task that needs to be tackled today? The answer comes immediately: "The consolidation of the industry," says Schmidt, adding: "The chances of this happening are good and I have high hopes for a united association. We need to pull together and develop a sense of belonging." The need for a process of realignment in the industry is obvious to him. Here is the entrepreneur's view on this topic in an original quotation: "Such a process can take years. Some will suffer, but the market will be more structured as a result. I would expect the market to shrink by one third in ten years if the reorganization of the association fails. And also if big players such as the Association of Savings Banks (DSV), DG-Verlag and the forwarders of



WOLFGANG SCHMIDT IN PERSON

What was your first thought this morning?

I wonder how Borussia Dortmund played yesterday.

When is your day a good one?

When it is filled with work and harmony.

What gets you in a good mood?

Optimally managed projects.

And what drives you crazy?

Lies and making the same mistakes over and over again.

What are you most likely to forgive yourself about?

First-time mistakes.

When do you lose track of time?

With a good book, if possible at the place where the story took place.

If you were forced to take a four-week holiday, where would you go?

To Costa Verde in northern Spain with its stylish lifestyle in lovely pousadas. Then on to Galicia and back to Geseke via Porto, Faro and Valencia.

What do you like spending your money on?

On travel, sport and good food and drink.

Do you let yourself get seduced by advertisements?

Of course, if it's a nice injection moulded product from Germany ...

When is a promotional product a good promotional product?

When it delivers what it promises.

What is the best promotional product you have ever received?

The thermo cup from Finland, which is now produced in Germany.

What do you find irritating in relation to promotional products?

Cheap products, used for budget reasons, that immediately end up in the trash.

the association's members do not quickly become association members. Politics is exerting more and more pressure that can only be opposed if we all pull together."

STRENGTHENING "MADE IN GERMANY"

In addition to association work, Wolfgang Schmidt also supports initiatives that focus on promotional products made in Germany. Promowolsch is a member of the eponymous pool of German suppliers that issue a joint catalogue. This is designed to show the trade what the domestic industry is capable of. "There are many catalogues from importers. Now there is also one from companies that do not import, but produce in Germany and Europe," says Schmidt.

A HEART FOR SPORT

True to his principle "Whatever you do, do it with heart and passion", Wolfgang Schmidt has also been playing table tennis intensively as a competitive sport for decades. One has to be fast, agile, quick to respond and fit to achieve and maintain a high level in this sport. He is justifiably proud of his achievements:

Among other things, he has repeatedly participated in Senior World Championships and is still playing in the regional division at the age of 64. It is no surprise to us to hear that he has also started a large project in this field: After an application for the construction of a new sports hall had been rejected, he founded a support association to achieve this goal by another means. A former factory building has meanwhile been purchased and with the help of donations it will now be rebuilt into a gym. As this project is especially dear to him, we are glad to make an exception and mention that more information about this project can be found at www.logo-halle.de... The fact that he has built up a library of some 3,500 volumes during his life and that reading is another of his favourite pastimes, completes the profile of a versatile, active and inquisitive person.



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INNOVATIVE PROMOTIONAL PRODUCTS



ALL-IN-ONE BAKED APPLE

The scent of a warm baked apple spreads throughout the room. Except for the apple, this set contains everything for a special enjoyment in the winter and Christmas season. Apple bakers made of clay, four walnuts, apple corer made of stainless steel, two baked apple sweets and recipe cards. Promotional printing (from 250 pieces) is included and is possible on the standard motif of the label. The label can be custom designed from just 250 pieces.

45974 • Multiflower GmbH • Tel +49 6223 86656-0
wilken@multiflower.de • www.multiflower.de

A HEART AND A SOUL

Koziol is offering a gift set of a special kind. The AROMA cup and the versatile RUDOLF cups are a heart and a soul and are simply inseparable. During the Christmas season, the elk looks cheerfully over the cup rim and holds tea bags, sugar sachets and biscuits at the ready. Also available with the optional RUDOLF tea strainer.

47406 • koziol ideas for frieds GmbH • Tel +49 6062 6040
incentives@koziol.de • www.koziol-incentives.de





THE SEVEN STONES OF ALEXANDER

What is the meaning of life? What is really important? Everyone asks these questions. And everyone is called upon to find the seven most important things for himself and to make something beautiful out of them. „Alexander's seven stones“ invite you to stack your wishes one over the other. Each wooden block is handmade and is therefore unique. A customised logo can be placed on the individual wooden blocks. The minimum order quantity is 24 sets.

16416 • Red Bird Sp. z o.o. • Tel +48 42 6505439
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SANTA CLAUS OUT OF THE CAN

This can with an easy-open cap has it all - a magnetic Santa Claus, gingerbread and a fragrance tea light candle. Promotional printing (from 250 pieces) is included and is possible on the standard motif of the banderole. Customisation is also possible from just 250 pieces.

45974 • Multiflower GmbH • Tel +49 6223 86656-0
wilken@multiflower.de • www.multiflower.de

LEAVE YOUR MARK WITH YOUR OWN STAMP

Golfers can give their golf balls a distinctive identification very simply and very quickly. The golf ball stamp from Hilbrand in a lipstick format makes it possible. It can stamp up to about 150 golf balls. The print is instantly dry. The golf ball stamp is available starting at 50 pieces together with a logo sticker.

45818 • Golfvertrieb Hilbrand • Tel +49 8322 9654-0
info@golf-hilbrand.com • www.golf-hilbrand.com



EVERYTHING THAT GLITTERS HERE IS GOLD

This golden dream becomes reality with a bottle of flavoured sparkling wine. The elegant character of fine wines and the featured 22-carat gold leaf make this 0.75 litre Golden Dream an experience for the senses. Gold is neutral and is therefore also suitable for consumption. The noble beverage comes in a gold bullion jewellery box in unbreakable carton ready to ship.

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CHRISTMAS MAIL WITH FULL SERVICE

The importance of emotional and customised approach to address customers is increasing disproportionately. A high-quality mailing with supplement expresses a high appreciation of the recipient. If the present is regarded as particularly interesting and of a high quality, this is transferred to the advertising company itself. CD-LUX meets the highest customer demands with its new Christmas mailings and offers an optimum all-round service from the design to the complete individual delivery.

45452 • CD-LUX GmbH • Tel +49 9971 8571-0

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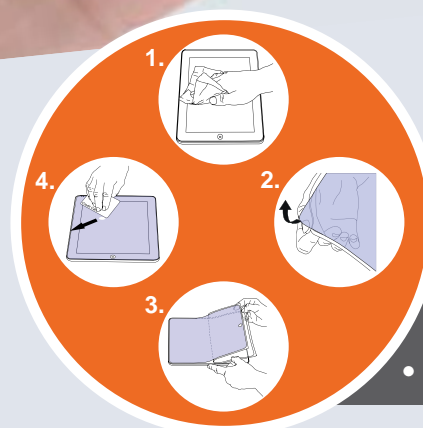


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49304 • Dragon Gifts • Tel +7 982 6488275
info@dragon-gifts.eu • www.dragon-gifts.eu





QUICK TARPAULIN

Ko time but not prepared to compromise? For these claims, promotional bag specialist Halfar System is offering its collection of ExpressBags. In just five days, these bags can be completely finished and ready to give as a present. Especially popular is the STYLE shoulder bag made of tarpaulin. It impresses with a charming contrast: slip-proof tarpaulin on the outside in marine, anthracite, orange, white or brown and a grey inner lining made of durable, supple polyester. Depending on your requirements, you can choose from a fashionable portrait or classic landscape format. The features of this ExpressBag tarpaulin are really outstanding. The bags offer enough space to accommodate A4-size items in the flat insert pocket or in the main compartment. Thanks to compartments for cell phones, pens, credit cards and more, it is well equipped for the requirements of everyday life – whether it be for leisure or professional needs. The large flap can be closed with two Velcro fasteners and can be individually finished using screen printing or embroidery.

45666 • Halfar System GmbH • Tel +49 521 98244-0
info@halfar.com • www.halfar.com

REAL CUDDLY

Winter time is cuddle time: A stunning XL cuddle blanket is just the thing. The generously sized „Tony“ blanket is made of 35 per cent natural fibre (cotton) to ensure you feel really comfortable. This guarantees a pleasantly soft quality and a significant difference to pure acrylic blankets. „Tony“ is 160 x 200 cm in size and is available in 17 colours. In addition, „Tony“ is washable at 40° C and is ideal for on the go thanks to a handy carry strap made of nylon. Of course, a variety of customization options are available: from the label to embroidery and printing.

47313 • Eagle Products Textil GmbH • Tel +49 9281 8191331
info@eagle-products.de • www.eagle-products.de



HEALTH AND A SENSE OF WELL-BEING

Based on knowledge going back more than 5000 years, an innovative premium wellness product called “Shukang” has been developed. The product was introduced to the PSI Network by Innovartis GmbH with great success as of June 2014. “Shukang” leaves a lasting impression on the customer. The patented world first in the field of insoles daily enhances the wearer’s physical sense of well-being through several massage points that can be individually adjusted. Detailed information on this can be found on the website www.shukang.de. Furthermore, a product video is available under PSI number 49298. The minimum order quantity is 50 units.

49298 • Innovartis GmbH • Tel +49 471 7003725
info@innovartis.eu • www.innovartis.eu





VALENTINE'S HEART

When everyone's thoughts turn to all their loved ones on 14th February, promoting companies should remember their target groups and customers too. Precisely at the P.O.S. on this "2015 Shopping Saturday", small heart-shaped giveaways are the right advertisers for a particularly warm-hearted message. A varied repertoire of suitable products that can be used as give-aways are offered by Jung Bonbonfabrik in its range of tasty promotional ideas. For example, the heart (approx. 12 g) made out of delicious fruit gum, the Premium-Card with choc heart tetrahedron, or mini sachets containing small fruit gum hearts or heart-shaped cherry bonbons. All promotional products can be customised even at low order quantities and printed with the advertiser's message. Samples and information are available on request.

41545 • Jung Bonbonfabrik GmbH & Co KG • Tel +49 7042 9070
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The specialists of Goliath Toys are offering two really cool products that are guaranteed to ensure lots of playful fun. The Robo Fish Mermaid Pearl „My Magical Mermaid“ is automatically activated in water and swims by itself. By adjusting a ring, it can gracefully glide on the water like a real mermaid, or move up and down. No less mobile in the water is the Robo Fish „Pirate“. The best-seller from Goliath Toys is incidentally „the most advanced robotic fish on the market,“ claims the company. Robo Fish activates itself as if by magic when it is brought into contact with water.

49371 • Goliath Toys GmbH • Tel +49 6103 459180
k.wanner@goliathgames.de • www.goliathgames.de

MEDICAL TOURNIQUETS

We are pleased to present to you the new product of DarMar, tourniquet - the stasis. It is made of the highest quality elastic jacquard and a snap buckle - made of ABS plastic. It is an ideal product for pharmaceutical companies, which is used for the collection of blood in hospitals, laboratories and surgery rooms. As a matter of advertising, it is characterized by a large overprint area on the buckle - with the use of digital printing or pad printing, and on a jacquard elastic band with the use of sublimation printing. Sublimation printing offers endless possibilities for creating graphics including fullcolor print. An additional advantage is that the printing on the jacquard can be made from both side where each side can be printed with different graphics.

DarMar • Tel +48 68 4772230
info@darmar.pl • www.medical-tourniquets.com



TAILOR-MADE

Maikii, manufacturer of USB flash drives and promotional gadgets, presents a line of soft rubber USB flash drives that are completely customisable in both shape and colour, in 2D or 3D to promote your customers uniquely, creatively and originally. The strengths of Maikii not only lie in the extensive range of models to choose from, but they also entail the company's special focus on materials and technology, in addition to offering a range of services to support the product: including accessories, packaging and data pre-loading, so you can load files directly into the device. This means Maikii offers you the whole package to represent the company's image in the best possible way. Are customers looking for smart Christmas gift ideas? Send Maikii a diagram of the chosen shape and they will make it. Ask for a free quote now.

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Mohn media Kalender & Promotion Service GmbH gehört zu den führenden Werbemitteldienstleistern Europas. Für unsere Kunden entwickeln wir über eine einzigartige Wertschöpfungskette individuelle und innovative Lösungen. Neben Lizenztiteln und Produkten mit exklusiven Inhalten sind wir auf kundenspezifische Sonderkonzepte spezialisiert.

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- Kundenbetreuung
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46913	MALGRADO fashion & promotion GmbH	133	43952	PSI - Reed Exhibitions Deutschland GmbH	*
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PSI INDUSTRY BAROMETER IS AN EXCLUSIVE TOOL

In order to be able to make responsible decisions, entrepreneurs need to know what is going on in the market. There is now good news for all PSI members concerning the important topic of market research: With the PSI Industry Barometer, the PSI has now developed its own market research tool that will provide PSI member companies with regularly updated market data and industry information in future – exclusively and free of charge. Such a service, which also takes international markets into account, is unique in the industry. The questions have already been sent out Europe-wide. The results will ensure that PSI members enjoy an information advantage that does not incur any costs but can serve as a valuable planning aid. The PSI Journal will present the results once they are available. <



TECHNOLOGY FORUM AND DEMONSTRATION AREA ARE A MUST

Whether it be digital printing, engraving or flocking, the different finishing techniques make the promotional product an individual, personalized and highly expressive communication tool. This will be demonstrated by the exhibitors of the PSI at the TECHNOLOGY FORUM from 7 to 9 January 2015. As a classic among the special areas, the forum in Hall 12 will be the place to be for promotional signmakers, printers, finishers and textile companies. At the TECHNOLOGY FORUM, companies from the printing and finishing sectors will be demonstrating how pens, T-shirts, mugs and the like are professionally refined. The focus will be on both innovative machines and printing processes. In addition to the machines, finishing techniques will of course also play a decisive role at the TECHNOLOGY FORUM, which will be complemented by the DEMONSTRATION AREA. This is where a profound technical knowledge of advertising and vivid demonstrations meet. The focus is on knowledge transfer and machine demonstrations. Exhibitors from all areas of product refinement provide answers to how advertising is applied to an item and where advertising is most effective. They will explain and demonstrate the various techniques of finishing – whether it be screen

printing, engraving, laser techniques or flocking options. Companies that can be found at the TECHNOLOGY FORUM include BOOGIE, Flexible Innovations Ltd, GSE Gesellschaft für Soziale Dienstleistungen Essen mbH, SEW International, Mimaki Europe B.V., MOUNTEK GmbH, NEOFLEX Ltd. + Co. KG, Portica GmbH, Studio 55 International GbR, Shock Line Srl, te Neues Druckereigesellschaft mbH + Co. KG, Teca-Print AG and Wallburg GmbH. <

TRAVEL CHEAPLY TO PSI 2015

PSI 2015 will be opening its doors in just over one month from now. Participants should plan their travel and stay early and they can benefit from the concessions available here from the PSI partners Lufthansa and Deutsche Bahn. There are also discounts for rooms at PSI partner hotels.

- Lufthansa is offering discounts on their flights through the cooperation with PSI for PSI 2015. Further information is available at http://www.psi-messe.de/flugzeug_323.html

- Through the cooperation with Deutsche Bahn, there are discounted tickets in combination with the event ticket for those travelling by train within Germany. The offer: 99 euros per person for a return ticket (2nd class) to PSI 2015 from anywhere in Germany. Further information is available at http://www.psi-messe.de/veranstaltungs-ticket_db_321.html

- The partner hotels of PSI can be found at the following link: http://www.psi-messe.de/hotel_1425.html

If you have any questions about travel and hotel bookings, PSI Travel Center will gladly help you on tel. +49 211 90191-281 or at hotel@psi-messe.com. <

Glasprodukte zum Durchstarten



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THE YEAR-END RALLY: PART II

The year-end rally in Europe does not seem to be running really well. As a result, 2014 is being rated as a mixed year. This will not be clear, however, until the new figures have been presented at the PSI.

You may recall our last issue: It dealt with the assessment of the challenges ahead, often lost in the year-end rally due to the hectic and shorter days. The assessments from the trade and suppliers still differ. There is only agreement on the issues of competition and pressure on margins. Al-

though the competition is partially self-inflicted if one again looks at the partial metamorphosis of the trade into suppliers.

The concerns of the major suppliers lie in the issues of stock levels, compliance, sustainability and order volumes which are too small. The latter reflects the demand in the market and is a logistics challenge. That cannot be argued away. The future will certainly entail more personalization requests. This trend will go hand in hand with small quantities.

What is quite amazing is the differing assessment of compliance and sustainability. These issues seem to be only partially existent in the trade. Especially if another industry decides not to use any more promotional products – such as the pharmaceutical industry this year. We have to face this pressure. This is particularly evident again as this year draws to a close. We cannot prevent such developments. This is precisely why we have to deal with such issues much earlier. Compliance issues are omnipresent in the companies that buy promotional products. It is imperative to prophylactically inform and educate. This will be a central task of the new German united association in 2015.

2015 will be another year of challenges and opportunities. I am convinced there will be positive changes.

»2015 will be another
year of challenges
and opportunities.«



Best regards,

A handwritten signature in black ink, appearing to read 'M. Freter'.

Michael Freter
Publisher of PSI Journal
Managing Director PSI
michael.freter@psi-network.de

Effective tech gadgets attached to print media increase readership by 52%*



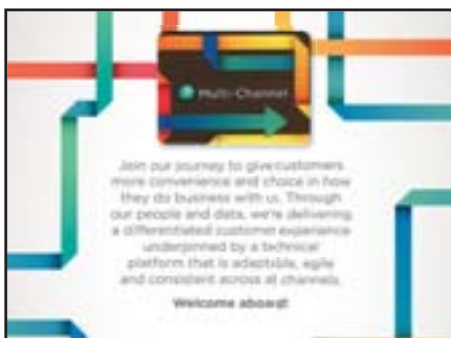
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*2014 DMA Statistical Fact Book

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PREMINARY EXHIBITOR LIST OF THE PSI 2015

7TH TO 9TH JANUAR 2015 IN DÜSSELDORF

We are happy to present you the following companies at the PSI 2015:

blue = TEXTILE AREA

pink = PSI TECHNOLOGY FORUM

green = HALLE13-AREA

orange = NEW EXHIBITORS

PSI NO.	EXHIBITOR	HALL/STAND	PSI NO.	EXHIBITOR	HALL/STAND
49009	12M Alicja Wasowska	11C61	49437	BEAUTY GET JOY Inh.: Heide Malischewsky	11K82
49279	2had GmbH	12K03	48731	Beseda Adrian Bereszynski	9D35
49353	4Qtrade GmbH GF: Julia Brodbeck	12M50	49250	Bestron Nederland BV	12D19
49356	8 Pandas Deutschland c/o brandpartner GmbH	12L42	46839	Bio Laboratories Ltd.	9F28
47187	Abanicos Aldaia Internacional Manuel Guerrero Del Moral	9H07	49444	Bio Strohhalme GmbH	12M38
47670	Abanicos Jose Blay S.A.	9E03	49113	BIVALVIA Ltd.	12K32
48989	a.b.m. Italia S.p.A.	10D21	49002	Twist Key BLL Holdings Ltd	12N30
48055	Acar Europe GmbH	11F25	49381	Bobbie Europe Cooper Trade BV	11B12
49347	Adapt Marketing (Pty) Ltd - ADAPT Anthony Driman	11G31	41435	Böckling GmbH & Co. KG	9B14/9C13
44329	aditan Werbe- und Organisationsmittel GmbH	12B01	44120	Sport Böckmann Ihr Partner für Sport und Freizeit	10G74d
43999	ADOMA GmbH Kunststoff- und Metallverarbeitung	12H53	47698	BOFA-Doulet GmbH	11A22
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45448	Aetzkunst GmbH & Co. KG	9C14	48401	Bon Göit Eli Katzenstein	11C45
48751	AFISA Asoc. Fabric. Import SA	9B52	48043	Boogaard Textiles B.V.	10K21
46059	AfKim Ltd.	11B20	49348	BOOGIE	12A33 TF
49365	AGA B. Orzechowska P. Orzechowski SP. J.	9D27	48778	BOOKMAN AB	9F32
49267	Agentur Vorsprung Peter Häusser	11D52	45767	Bottle Promotions a Tacx International Company	9K32
49278	Aglika Trade Ltd	10F66	48361	BrandCharger Europe VOF	10G13
49005	AHELYA CANTA REKLAM HIZMETLERI SAN. VE DIS TIC. LTD. STI.	9E17	46304	The Brand Company, S.L.	9G31
49337	aiia LLC Partnership	11C41	46116	Brand Promotion CZ s.r.o.	10G26
48934	Albert Mebus GmbH & Co. KG	11F14	46905	Brauns-Heitmann GmbH & Co. KG	9A25
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49089	Alfamax Technology Company Ltd.	12C14	49334	Bric's Spa	10F28
47800	ALFA PROMOSYON TEKSTİL PAZ. SAN. VE TIC. LTD. STI.	9C27	40567	BRUNNEN Baier & Schneider GmbH & Co. KG	11D03
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47137	Allflash GmbH	10K62	48045	B-TOKEN BVBA	9K08
45590	aloga gmbh	11B30	49119	Built by Doctors Lda	9B31
45753	Anda Present Ltd.	11H22	40710	BULLYLAND GmbH	9K18
44291	Araco International B.V.	11F24	45956	burger pen AG	9D52
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49333	ARTOS PRODUCTIONS GmbH	12L28	43811	CDH Computer Division Heinemann GmbH	9A18
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	ASS Altenburger Spielkarten	11F65	42811	CITIZEN GREEN BOOMERANG S.A.	12G46
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49413	AVANT Fabryka Porcelitu Jerzy Bujanowicz	9G04	40511	Clipper B.V.	11A66/B73
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45934	bb med. product GmbH	9C32	48445	CTP S.R.L.	9E21
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PSI NO.

EXHIBITOR

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48529	Erteks Kadife Tekstil San. Ve Tic. Ltd. Sti.	10E46
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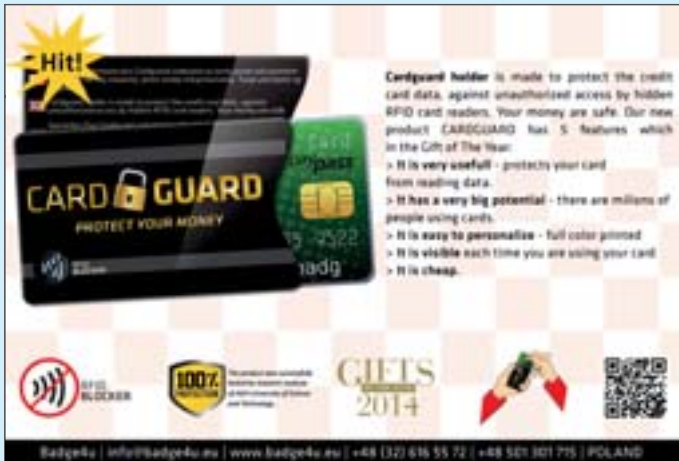
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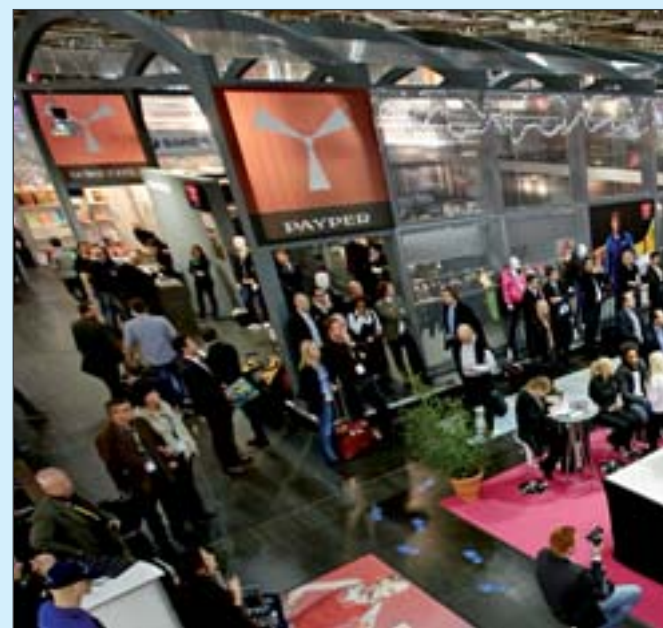


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FAI NOVELTIES AT PSI 2015

The PSI Trade Show is the central event of the European promotional product industry. As part of this international forum, the PSI member companies will be exhibiting the new promotionally effective products. They set standards and create trends that shape the new promotional product year. For this reason, the January issue focusses on the trade show and the new products. In the trade show magazine, exhibitors will once again be presenting selected haptic highlights from their latest collections. Read in advance what to expect at the PSI and allow yourself to be inspired for your visit.

Please bear in mind the cover stories of the February issue "Summer, Garden, Sport" and "Calendars, Clocks" and send your product presentations (image and text) no later than 15.12.2014 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de. <



DÜSSELDORF DAY & NIGHT

No sooner have the New Year fireworks faded away than the PSI is inviting its guests to Düsseldorf to the largest continental event of the promotional product industry. The 53rd PSI Trade Show is more than 'just' a trade show and business. It is an intense time of meetings, exchange of ideas and of getting to know one another. This makes it all the more important for the trade show participants to know what the exhibition space on the Lower Rhine has to offer beyond the exhibition halls. For those, looking for relaxation or variety after a busy day at the trade show, the editorial team has again put together suggestions and tips on where to meet business partners over a good meal. <



ON THE MOVE INTO FUTURE

Zogi, the young brand of Herzog Products that has been setting accents in the market in the past 10 years, stands for innovative lifestyle products and electronic tools with mainly proprietary designs. Above-average growth in recent years has necessitated a structural realignment of the company. The focus of this is on brand development, quality management and further professionalization. Read about how business founder and managing director Jörg Herzog wants to lead the Zogi brand to further success. <

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Published exclusively for the promotional products trade by PSI Promotional Product Service Institute, Reed Exhibitions Deutschland GmbH
Völklinger Straße 4, D-40219 Düsseldorf
Tel.: +49 211 90191-0
Fax: +49 211 90191-180
Internet: www.psi-network.de

Publisher: Michael Freter

Management: Hans-Joachim Erbel, André Weijde

Editing: Edit Line Verlags- und Produktions-GmbH
Dekan-Laist-Straße 17, 55129 Mainz
by order of PSI GmbH

Editor-in-chief: Manfred Schlösser

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Design: Edit Line GmbH, Mainz
by order of PSI Promotional Product Service Institute, Reed Exhibitions Deutschland GmbH

Art Direction: Stephan Weiß, Stephan Flommersfeld, Klaudia Mann, Kerstin Vogtmann

Photos: Lars Behrendt, Ursula Geppert, Martin Höchemer. The title theme and editorial content include the use of photos from www.fotolia.de

Translations: Translanguage, D-40885 Ratingen


Printing: Kössinger AG
D-84069 Schierling

Advertisement price list no. 46 of 1 January 2014 applies.

ISSN number 1436-6193

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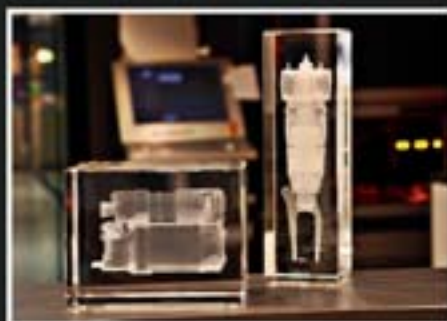


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